

# 2022 GUIDEBOOK

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College of Business  
& Public Policy



# Business Plan COMPETITION



College of Business  
and Public Policy  
UNIVERSITY OF ALASKA ANCHORAGE



## College of Business and Public Policy

# Business Plan Competition

## 2022 Guidelines

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### Questions?

If you have questions after reviewing this guidebook, please address them to:

Dr. Helena Wisniewski  
[hswisniewski@alaska.edu](mailto:hswisniewski@alaska.edu)

*On the cover: James Kostka, CEO of Alaska Data Solutions and Business Plan Competition judge, celebrates the inaugural First Fortune \$500 Award with competition director Dr. Helena Wisniewski. Alaska Data Solutions developed the First Fortune \$500 Award in 2021.*

## I) Overview

The 2022 CBPP Business Plan Competition inspires and encourages entrepreneurship and economic development. UAA students and aspiring entrepreneurs from the community present their startup ideas and meet and receive feedback and mentoring from experienced investors, executives, and seasoned entrepreneurs who have successfully started and grown businesses. This year we have added a new category for the UAA Middle College School students. They will follow the rules of the competition but will be judged in a separate category.

### Parts of the competition

#### Part 1 – Written business plan

#### Part 2 – Trade Show & Investor Pitch

Finalists will pitch their business plans before a panel of judges and a live audience during the Perfect Pitch final competition. If in-person, before the competition event, they will display and market their product/service during a Trade Show.

### Award Categories

<b>UAA Students and Anchorage Community Members</b>	<b>Grand Prize</b>	<b>\$8,000</b>
	<b>Second Place</b>	<b>\$4,000</b>
	<b>People's Choice</b>	<b>\$2,000</b>
	<b>Sustainability Award</b>	<b>\$2,000</b>
	<b>First Fortune 500 Award</b>	<b>\$1,000</b>
<b>UAA Middle College School Students</b>	<b>First Prize</b>	<b>\$1,000 – Plus tuition bonus if winner attends CBPP at UAA.</b>
	<b>Second Prize</b>	<b>iPad</b>
	<b>People's Choice</b>	<b>\$500</b>

#### Notes:

- There are two general categories of entry:
  - UAA students and community members
  - UAA Middle College School students
- Entrants can be individuals or teams of up to five members.
- Entrants may win multiple prizes within their category. Entrants/winners from previous years may enter the 2022 competition.
- The Sustainability Award will be given for the best plan in one of the following:
  - The best description in the business plan of how the startup will sustain its business and grow.
  - The best business plan for green technology.
- If two different plans fulfill one of these categories, then the award will be split.

## II) Timeline

December 10, 2021	<u><a href="#">Submission of Intent to Compete Form</a></u> due 5 pm Alaska Time.
January 17, 2022	Mentoring Session for those who submit an Intent to Compete Form. Time and Date TBD.
February 11, 2022	Business Plans due by 5 pm Alaska Time to: <u><a href="#">Dr. Helena S. Wisniewski</a></u> with a copy to <u><a href="#">Clare Baldwin</a></u> (ccbaldwin2@alaska.edu).
March 11, 2022	Finalists announced. (*)
March 18, 2022	Investor Pitch Seminar to help finalists prepare for the Perfect Pitch presentation and Q&A.
April 8, 2022	<b>Perfect Pitch.</b> Finalists will present their Investor Pitches during our Perfect Pitch event in front of a panel of judges and a live audience. This will be held either over Zoom, or in person if possible. If in-person, Perfect Pitch will include a Trade Show and dinner.

(\*) Note: The number of finalists will be determined at a later date.

### III) Evaluation Criteria

Numbers in parenthesis indicate the value of the criterion.

The Written Business Plan will be evaluated on the following criteria: (100 points possible)

- *Necessary components* – The business plan contains all the required sections (5).
- *Viability* – The venture is implementable, realistic, and viable (20)
- *Market opportunity* – Show the market potential of the proposed venture exists and your method for taking advantage of it (15)
- *Competitive advantage* – the business has a unique, novel, or distinct approach, which gives it an advantage (15)
- *Management capability* – Contestants can effectively develop the venture and handle the tasks necessary for its success (15)
- *Innovation* – Contestants have developed an innovative solution to an existing or emerging problem (15)
- *Financial understanding* – Contestants have a good understanding of the financial requirements of the venture (15)

Finalists will be evaluated on two components:

1. **Trade Show Presentation** (*only if Perfect Pitch final event is in-person*) – Held before the Investor Pitch. It will be worth **20%** of the final judging and will be evaluated on the following criteria: (100 points possible)

- Professionalism of the presentation of the materials (20)
- Professionalism of the team (10)
- Creativity and information value of the materials (25)
- Extent to which materials convey what the product or service is (25)
- Consistency between information provided at the Trade Show and the Business Plan (20)

2. **Investor Pitch** – is a six-minute presentation followed by a 20-minute question/answer session. One member of the team will do the presentation, but all should be present on the stage. Pitches will be worth **80%** of the final judging (**100% if the Perfect Pitch event is held over Zoom**).

Investor Pitches will be evaluated on the following criteria:

- Clear explanation of the product/service and persuasiveness of the oral presentation/pitch (10)
- Quality of the responses to questions from the judges (10)
- Venture viability (10)
- A clear statement of the problem/opportunity (customer pain) and solution (includes value proposition and customer pain you are eliminating) (20)
- Features & benefits of goods or services that the venture proposes and business model (20)
- Market potential – the size of the opportunity, competitive analysis & competitive advantage (20)
- Forecast and Financial summary and need for investment (10)

#### Planning your Investor Pitch

One team member, or individual contestant, makes a presentation to the judging panel and live audience.

The pitch is an oral presentation made without interruption for five minutes and will be followed by a six-minute question-and-answer period from the judges.

The pitch, while demonstrating communication skills, describes the business proposal succinctly and persuasively so that the judges, if they were actual venture capitalists, would be eager to fund it.

## IV) Eligibility Requirements

The 2022 CBPP Business Plan Competition is open to UAA students from any discipline and aspiring entrepreneurs in the Anchorage community, and all Middle College students. The team size should not exceed five members, and teams may have an outside member.

Multi-disciplinary, cross-pollinated teams are encouraged.

We will accept new ventures, products, innovative projects, and non-profit ideas and consider existing business ideas.

The objective of the business plan competition is to promote marketable business and social enterprise ideas that have the potential to attract funding, launch, and prosper. Each student on the team should be involved from the concept through the development of the business plan. Ideally, each team member will take an active ownership role in the startup.

All plans, pitches, and presentations must be accurate and truthfully represent the venture. Misrepresentation will result in disqualification.

### PRO TIP

To be competitive, your Plan needs to differentiate your business from other competitors. The clarity and descriptiveness of your proposal will make a difference and enhance your chances of becoming a finalist. In the business world, you would need to do the same thing to inspire stakeholders to support your new venture.

## V) Business Plan Format and Components

### *Format*

#### **File format**

A printable PDF file.

#### **Length**

Limit your plan to seven (7) pages, including a two-page executive summary. The page limit does not include the cover page and single table of contents page. The written plan may include an Appendix with up to four additional pages.

#### **Page format**

Single-spacing with one-inch margins and 12-point Times New Roman font. This line spacing and font requirement apply to the document's textual content, not to titles and descriptions accompanying pictures, graphs, tables, or worksheets. All pages must be numbered, excluding the cover page.

#### **Cover page**

Must include the logo, the venture name, the team members, and contact information for each team member. The contact information should consist of an e-mail address and a phone number.

#### **Financial data**

Financial data should be summarized and highlighted in the written plan, supporting details, and spreadsheet information in the Appendix. Startup costs and how the investment will be used, along with income and cash flow statements, are appropriate.

## *Components*

- Cover Page
- Table of Contents
- Executive Summary
- Business Description
- Competitive Analysis and Advantages
- Market Opportunity and Analysis
- Product Description and/or Services
- Organization and Management Team
- Financial Analysis and Funding Request

### **NOTE**

Contestants can consult any sources they deem appropriate, including websites on how to prepare a business plan. Example: the U.S. Small Business Administration's **Write a Business Plan.**

### **Executive Summary Includes**

- Business description concept.
- The Problem that you are solving.
- Solution to the Problem.
- Value Proposition.
- Business Model.
- Target market and size.
- Market trends over 3-5 years.
- Competitive analysis.
- Top management team.
- Financial summary – include breakeven point, and over a 3-year period revenue trend, and gross margin.
- Funding requirements: what do you need?
- Closing: a statement of resources needed, increments of capital accepted.

### **Business Description Includes**

- Company description.
- Value proposition.
- Mission.
- Products.
- Business model.
- Current Status.
- Current or committed funding and all funding sources.

### **Competitive Analysis**

- Do a comparison between your company and your competitors (you can use a chart to compare).

### **Market Opportunity/Plan**

- Customers.
- What Customer Problem are you going to solve?
- How are you going to solve it?
- Market segment
- Size of market

### **Management Team – Organizational Plan**

- Founders and key management personnel
- Form of ownership
- Partnerships
- Board of Advisors
- Board of Directors

### **Operational Plan**

- Description of operations
- Exit strategy

### **Financial Analysis**

- An analysis of your financials, including a breakeven point, and a spreadsheet that covers a three-year period.
- Gross margins over a three-year period
- Revenue over three years
- Cash flow over three years
- Profit
- Income statement
- Balance sheet

### **Reason for the investment**

Explain how you will use the funding to support/start this business venture and sustain it beyond the initial funding.

## **VI) Submission**

The written Business Plan must be submitted electronically in PDF format to Dr. Helena S. Wisniewski at [hswisniewski@alaska.edu](mailto:hswisniewski@alaska.edu), with a copy to Clare Baldwin at [ccbaldwin2@alaska.edu](mailto:ccbaldwin2@alaska.edu), by **5 pm on February 11, 2022.**

### **After Business Plans are submitted:**

- Written Business Plans will be forwarded to a panel of judges for review prior to the competition. The list of judges is in the final section of this document.
- Finalists will be selected and announced on **March 11, 2022.**
- Finalists will prepare a six -minute pitch for the Perfect Pitch event, to be presented in front of the judges and a live audience.
- A seminar to prepare the finalists for the Investor Pitch will be held on **March 18, 2022.** The forum will be via Zoom. Additional information regarding the time, date, and Zoom link will be e-mail to each finalist.
- The Perfect Pitch final competition will be on **April 8, 2022.** Details, including a schedule of events, will be posted on the College of Business and Public Policy website at [business.uaa.alaska.edu](http://business.uaa.alaska.edu).

## VII) Perfect Pitch Activities: Trade Show, Dinner, and Investor Pitch - If in Person, Otherwise a Zoom event.

We hope that Perfect Pitch can be an in-person event. However, we have planned for a COVID- mitigated event, which would not include the Trade Show or Dinner. A determination will be made in March 2022 and communicated to all finalists, judges, and the public.

Activity	Description	In-Person	COVID Mitigated
<b>Trade Show Presentation, if the event is in person.</b>	<p>One-hour public event.</p> <p>Each individual and team contestant finalist will be provided with a table to display prototypes, artifacts, information materials, and flyers relating to the product/service the contestants are proposing in their new ventures.</p> <ul style="list-style-type: none"> <li>• Each contest can do a one-on-one presentation to each of the judges, using their Trade Show Display as a prop. The trade show is a marketing opportunity and a chance to impress the judges further.</li> <li>• Individual contestants or team members must be present at their designated tables to describe their displays and answer questions. All contestants should be versed in the venture and be able to explain it succinctly.</li> <li>• Individual tables will be part of the final judging. Thus, products or services should be presented in a professional, attractive, and informative way.</li> </ul>	Yes	No
<b>Dinner, if the event is in person.</b>	A celebratory buffet dinner will be held after the Trade Show.	Yes	No
<b>Investor Pitch</b>	<ul style="list-style-type: none"> <li>• Each team or individual contestant will make a 6-minute presentation to the judges, using props or electronic media, as necessary.</li> <li>• The judges will then have 20 minutes to pose questions to the contestants.</li> </ul>	Yes	Yes
<b>People's Choice Voting</b>	After the presentations are completed, the audience will vote for the People's Choice Award while the judges are deliberating.	Yes	Yes
<b>Award Ceremony</b>	After the competition, the winners of the Business Plan Competition will be announced, and prizes awarded.	Yes	Yes

## **VIII) Judges (as of November 2022)**

*Thank you to our judges, who volunteer their time to provide a valuable experience for our finalists.*

Additional judges may be selected and will be posted at [business.uaa.alaska.edu](http://business.uaa.alaska.edu). Please visit the website for pictures and other information about the judges.

### **Mr. Jon Bittner**

*State Director, Alaska Small Business Development Center (AK SBDC)*

As State Director, Mr. Bittner oversees seven regional centers to ensure that the organization continues to provide accessible, high-quality business assistance services to individuals and existing businesses. He also serves as a member of the University of Alaska's Business Enterprise Institute's (BEI) leadership team. Bittner provides strategic planning and advocacy services for both the AK SBDC and BEI. Before this position, he was Vice President of Anchorage Economic Development Corporation. Mr. Bittner's diverse and distinguished career includes serving as the Deputy Commissioner of the Alaska Department of Commerce, Community & Economic Development; a Geologist at Millrock Resource; and in the State Legislature on the Alaska Clearinghouse Staff on the Staff to Rep. Craig Johnson. He is an alum of UAA, where he received his BS in geology.

### **Mr. James Kostka**

*Chief Operating Officer and Owner, Alaskan Data Solutions*

Mr. Kostka has more than 25 years of experience in the telecommunications industry, primarily focusing on operations and sales engineering. Over his career in Alaska, he has worked for Alascom, AT&T, MTA Solutions, GCI, and Tatitlek Native Corporation. He has also started two businesses, Troika Technologies (which was acquired by MTA and is now MTA Solutions) and Alaskan Data Solutions, where he currently works as the chief operating officer. Mr. Kostka has called Alaska home for 28 years. Born and raised in Massachusetts, he has served in both the United States Navy as an Aircraft Mechanic and in the Army as an Airborne Infantry Officer. Kostka received a BS in economics and

business management from Framingham State College and received his ROTC Commission from Worcester Polytechnic Institute. Since making Alaska his home, he has served on many organizations and boards, ranging from the Alaska Junior Theater to the Anchorage Museum. He currently serves on the board of directors and the development committee for both the Anchorage Chamber of Commerce and the University of Alaska Foundation.

### **Mr. Steve Socolof**

*Managing Partner, Tech Council Ventures*

Mr. Socolof has been a technology investor for over twenty years, with interests in enterprise software (particularly applications of AI/ML), infrastructure required to collect, store, and process data, internet of things, wireless, and environmental and materials technologies. Tech Council Ventures (TCV) is a top-performing venture fund investing in early and expansion-stage companies across all industries in the Mid-Atlantic region to provide expansion capital to the region's rapid growth entrepreneurs and capitalize on the fertile ecosystem. TCV has \$130 million under management, and it is affiliated with one of the largest and most active technology councils in the US - the NJ. Tech Council. TCV II is the successor fund to TCV I, whose investment returns in the US rank in the top 1% for the asset class.

Before TCV, Mr. Socolof created a venture incubator for Lucent's Bell Laboratories for five years and then formed and ran New Venture Partners (NVP) for 15 years, investing in the commercialization of technologies spun out of corporate labs. NVP managed \$840M. He is currently on the board of StratIS IoT, SunRay Scientific, Vydia, and the public company Everspin Technologies, an investment of his prior fund. He was recently a director of Airclic (sold to Descartes Systems), Alverix (sold to BD), Neohapsis (sold to Cisco), Silicon Hive (sold to Intel), Sychip (sold to Murata), and an observer of Flarion Technologies (sold to Qualcomm). Mr. Socolof has also been a leader in the corporate venture community and was Chair of the Corporate Venture Group within the National Venture Capital Association and on the Advisory Board of Global Corporate Venturing. He received an MBA from The Amos Tuck School at Dartmouth College, where he is currently on the Center for the Study of VC & PE board. He received degrees in economics and mathematical sciences from Stanford University.

### **Mr. Gary J. Klopfer**

*Co-owner and Member Manager, Alaska Pacific Beverage Company LLC*

Gary J. Klopfer is the Co-Owner and Member Manager of the Alaska Pacific Beverage Company LLC, Anchorage, AK, a 30-barrel production brewery to support the 49th State Brew Pub operations in Anchorage and Healy, AK. He is also President of the Alaska Investor Network, Anchorage AK, an Angel investor group of accredited investors to promote local entrepreneurship and small business, and the owner of GJK & Associates that own and operate a commercial building in midtown Anchorage.

From 1995 to 2015, he was the owner of Snow Goose Restaurant & Sleeping Lady Brewing Company, Anchorage, AK. He opened one of the first Brewpubs in Alaska and has summertime employment of 105 employees, and it won numerous awards for outstanding beers and the best outside decks in Anchorage. He opened the first branch of Investment Management & Research Inc. (Raymond James Financial) in Alaska. From 1990 to 2004, he was the manager and a stockbroker, specializing in retirement accounts and tax-free investments. Before that, he was a stockbroker with Dean Witter Reynolds Inc., Anchorage, AK, and specialized in retirement accounts, tax-free investments. He is an alum of UAA and earned a BBA in Accounting & Finance. He was the founder and President of the Accounting Club.

He served in the US Air Force as an Electronic Warfare Specialist from 1971 to 1981 and received an honorable discharge. He is active in the Anchorage community. He serves on the Board of Directors of the Alaska Light Opera Theatre, the Alaska State Council of the Arts, the Alaska Center for the Performing Arts, and the Anchorage Concert Foundation Board. He is also the co-founder & Past President of the Alaska Brewers Guild.

### **Mr. Allan Johnston**

*Chief Encouragement Officer*

Allan Johnston dubbed the Chief Encouragement Officer, has been a driver of entrepreneurship, mentoring, and innovation efforts in Alaska for nearly two decades since the first Alaska Business Plan Competition at the turn of the century. He has become even more active since retiring from Wedbush Securities in 2012 after a 36-year career. In the summer and winter of 1974-75 in Fairbanks, Johnston worked for Bechtel. The major programs Johnston is credited with launching include the following: Alaska Business Plan Competition in 1999, the 49th State Angel Fund in 2012, the Global Entrepreneurship In Residence Program in 2016, Startup Weekend in 2012, The Alaska Energy Prize contest (now set to take place in 2018) and the Alaska Innovation and Entrepreneurship Support network. He also helped develop Launch Alaska.

## **Mr. Joel Yarmon**

*Founder and Managing Director, Pipeline Capital Partners*

On behalf of Pipeline Capital Partners, Mr. Yarmon serves on the boards of Ranker, Inventables, Hippo, and Spiff, whose combined 2018 revenues exceed \$90 million. Previous successes include isocket, Rentjuice, Vivu, Skyward, Socialtext (acquired by Bedford Funding), Twitch, Cruise, Identified, Socialcam, Tripping (acquired by Home2Go), Karmic Labs (acquired by Prepaid Technologies), TOA Technologies, Vizify (acquired by DailyPay), Alohar Mobile, and Meldium. Combined, these exits represent more than two billion dollars in value creation. Before founding Pipeline Capital Partners, Joel built and led the seed-stage venture program at DFJ, Draper Associates, where he was one of the founding investors in companies such as Twitch, Cruise, and Bitcoin, which have returned hundreds of millions of dollars in profits to his Limited Partners. Mr. Yarmon began his career at the United States Senate in Washington, DC, where he served as the technology director for the Senate Commerce Committee, advising senators on technology legislation and policy. Yarmon also co-founded an IT consulting startup, Iceware Technologies, where he specialized in wireless application infrastructure. He has an MBA from Tulane University's Freeman School of Business and a BA from the University of Puget Sound. Mr. Yarmon also studied at the US Naval War College in Washington, DC, and holds a Certificate in Joint Maritime Operations. Joel is an avid weightlifter and cook, frequent traveler, and skis a few dozen days per season.

## **Dr. Helena S. Wisniewski**

*Professor of Entrepreneurship & Chair, Management, Marketing, Logistics, and Business Analytics Dept, College of Business and Public Policy, UAA*

Dr. Helena S. Wisniewski is a Fellow of the National Academy of Inventors (NAI) in recognition of creating and facilitating inventions that have a tangible impact on society, improving the quality of life, and contributing to economic development. She has extensive executive and leadership experience in industry, government, academia, and service on public and private boards of directors. She is a technological entrepreneur who has launched 12 startup companies across diverse technology areas. Wisniewski directed corporate-wide technology innovations as a Corporate Director at the Lockheed Corporation and vice president of Titan Corporation and ANSER. As CEO/Founder of Aurora Biometrics, she built an international business and sold the company. At the Defense Advanced Research Projects Agency (DARPA), she identified and directed many breakthroughs in science, mathematics, engineering and pioneered advances in artificial intelligence (AI) as Manager of the Applied and Computational Mathematics Program. Before DARPA, she served at the CIA. As Vice Provost for Research and Dean of the Graduate School at UAA, she led and grew the university's research enterprise and commercialization infrastructure, dramatically increased the number of patents, established the Patent Wall of Fame, and launched its first startups. She created the Arctic Domain Awareness Center (ADAC) to develop and transition technologies to improve crisis response capabilities in the Arctic. She led the effort that won a multi-million-dollar award from the Department of Homeland Security, making ADAC the first DHS Center of Excellence in Alaska. Before UAA, Wisniewski was the Vice President for Research and Enterprise Development at Stevens Institute of Technology; she tripled research revenues, launched nine startups, and sold two. She is currently Chair, Management, Marketing, Logistics and Business Analytics Department, and Professor of Entrepreneurship in the College of Business and Public Policy. Wisniewski established the first Alaska Chapter of the National Academy of Inventors, successfully organized the CBPP Business Plan Competitions, and developed five certificates. She is spearheading AI initiatives. She developed and teaches the course AI with Business Applications, created the AI Webinar Series, and established the Data Science and AI Lab in collaboration with the College of Engineering.

She was recently appointed Special Editor of the new journal AI Education, a journal of Technology & Innovation of NAI. Among her awards are the Graduate Teacher of the Year 2020-21, Vocational Service Award from Anchorage International Rotary Club, Paul Harris Fellow, the 2001 Women in Technology Award for Entrepreneurship, Award of Honor in Recognition of Extraordinary Leadership, and Management from Lockheed, Special Recognition Award from DARPA, a Special Achievement Award from the CIA. She provided testimony on emerging technologies to the US Senate and Alaska state legislators, and the Governor appointed her to serve on the New Industry Development Team. She is a Member of the Anchorage International Rotary Club's Board, an Alumni Member of the FBI Citizens Academy, and a Member of the New York Academy of Sciences.

### **Mr. Greg Wolf**

*Executive Director, World Trade Center Alaska (WTCAK)*

Mr. Greg Wolf is one of Alaska's most experienced economic development professionals. Since 2002 he has been Executive Director of World Trade Center Alaska, a private, non-profit organization whose mission is to assist Alaskans in competing successfully for trade and investment in the global Marketplace. World Trade Center Alaska's membership consists of more than 100 companies and individuals involved directly or indirectly with international trade and business. Through his work at the Center, Mr. Wolf has focused attention on export opportunities from Alaska to China. He has led three trade missions to China, and for the past nine years, has conducted the annual Alaska-China Business Conference. He is now helping focus attention on business opportunities emerging in the Arctic. Three years ago, he conceived Arctic Ambitions, an annual conference that focuses specifically on trade, commerce, and investment activities that will flow from developments in the region. Arctic Ambitions is an international conference that brings together private sector executives and government officials from Arctic nations and other countries. Before joining WTCAK, Wolf served as Director of the State of Alaska's Division of International Trade and Market Development, the agency responsible for promoting Alaska's exports and attracting new business to the State. He was responsible for the formulation and conduct of the State's export promotion efforts and oversaw the State's trade offices in Tokyo, Seoul, Taipei, and Sakhalin, Russia. Wolf is a member of the World Affairs Council and Vice-Chair of the Advisory Board to UAA's College of Business and Public Policy. He is an Adjunct Professor at UAA, has extensive experience in economic development, and is recognized internationally for his accomplishments.

### **Mr. Joe Zimmermann**

*Owner/Director, Cook Inlet Marketing Group, Inc.*

Mr. Joe Zimmermann is the owner of Cook Inlet Marketing Group, Inc. (Chevron/Denali Express), which owns 12 Chevron Service Stations and Convenience Stores in Anchorage, Eagle River, and Palmer. He is Chair of the Advisory Board to UAA's College of Business and Public Policy. He is a University of Alaska graduate, 1979, with a Bachelor's degree in technology, engineering/management. He also has an MBA from Pepperdine University, 1983. Over a period of 15 years, he served as an Adjunct Instructor for UAA's College of Business and Public Policy, teaching courses in Organizational Theory & Behavior, Management, Supervision & Marketing. His working career included serving as a Marketing Manager for Unocal Corporation and as the Chief Operating Officer for Tryck Nyman Hayes, Inc., a local 70-person Civil Engineering firm. He is married to Linda, and they have two adult sons. Eric (a UAA graduate) is an Air Traffic Controller at Portland Tower and a Navy Reserve Senior Chief Petty Officer, and Colin, a Navy Pilot currently stationed at NAS Patuxent River, MD.

## **Mr. Art Clark**

### *Co-founder, Alaska Real Estate Associates (AREA)*

Art Clark is the co-founder of Alaska Real Estate Associates (AREA). He created AREA to react properly to the changing economic climate in Alaska. He is a life-long Alaskan, born in Fairbanks, before Statehood, and started his career working for one of the first airlines in both the country and Alaska, Wien Air Alaska, until it closed in 1984. He then went on to work in several other jobs, one of which was as a real estate appraiser. Art received a job opportunity with Alaska Housing Finance Corporation (AHFC) in 1988 as a property inspector. At that time, AHFC had repossessed 4800 properties state-wide. Art had the opportunity to inspect quite a few of those homes throughout the state. In 1991, having successfully liquidated most of the inventory, Art decided to get into real estate sales. Art worked for several companies, including a stint as a broker at Real Estate Unlimited. Art joined Roy Briley at Real Estate Brokers of Alaska (REBA) and became the Broker at REBA until January of 2019. In June 2019 Roger Briley and Art decided to team up and formed Alaska Real Estate Associates (AREA). They decided they liked the idea of a smaller, more-nimble company to react properly to the changing economic climate in Alaska. He graduated from the University of Alaska class of 1974. He is active in the Anchorage community and serves on the Design Review Commission, Municipality of Anchorage, and the Board of Directors Current, Anchorage Chamber of Commerce. He also served as president of the following organizations: Anchorage Board of Realtors, Alaska Association of Realtors, the Greater Alaska Chapter, Community Association Institute, the Anchorage International Rotary (he is currently a member), and of Anchorage Midtown Rotary.

## **Ms. Evelyn Jacome**

### *Project Manager, Alaska Center ICE*

Evelyn Jacome is passionate about entrepreneurship and innovation. She has worked in several businesses including sustainability, forestry, micro finance, and seed funding for early stage entrepreneurs, and founded Wildcat Microfund. Evelyn has been involved in the successful development of the entrepreneurial ecosystem in northern Utah and has used her multicultural background and experience to support underrepresented communities and minorities to start innovative business in Ecuador and Utah. Evelyn is currently an adjunct professor of entrepreneurship at the Business School of management at the University of Alaska Anchorage and project manager of the Small Business Innovation Research at the Alaska Center ICE in Fairbanks. She was born in Ecuador and completed her economics bachelor's in the United States and later received an entrepreneurship master's degree in England.

## **Dr. Charlene Walters**

### *Entrepreneurship Coach*

Charlene Walters, MBA, PhD is a business and branding mentor and entrepreneurship coach on Entrepreneur Magazine's "Ask an Expert" platform and through her own consulting business ([www.charlenewalters.com](http://www.charlenewalters.com)) where she enjoys working one-on-one with a variety of entrepreneurs, businesses and professionals. She is also a corporate trainer, and the author of Launch Your Inner Entrepreneur (McGraw Hill). Additionally, Charlene is a featured expert on QUORA's Business, Education and Society & Culture spaces and a TV host on Launch with Charlene Walters (D B & A Television) now streaming on Roku, Amazon Fire and Apple TV. Charlene previously developed and led a Digital Entrepreneurship MBA program, teaches entrepreneurship courses for the University of Alaska Anchorage, writes a blog and a weekly Medium article, is a frequent media contributor and guest

(Entrepreneur, Forbes, Thrive Global, Apple News, CNBC Make It, The LISTTV, etc.) and was identified as one of 150 Marketers to Follow by Rubicly.

### **Ms. Jenny Forner**

*Executive Director, Anchorage Re:MADE*

Jenny Forner is an entrepreneur and loves problem solving opportunities. Over the course of her career she has started 12 non-profits/small businesses. Currently, she serves as the Executive Director at Anchorage re:MADE, an organization that she co-founded. Her passion is to see people reach their highest level of potential and encourage people to dream and take steps to accomplishing that dream. Looking forward to the opportunity. Doing Life. Better Together.

## **IX) Sponsors**

*A special thank you to all our sponsors:*

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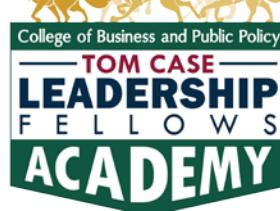
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**Mr. Allan Johnston**



**Mr. Brad Feld and Ms. Amy Bathelot**



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