

The St. Joseph Area Chamber of Commerce &  
MWSU Steven L. Craig School of Business will host the

# St. Joseph Business Summit

## Growing Your Business

MWSU Fulkerson Center Thursday, Nov. 18

Presented by



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## Growing Your Business

Thursday, Nov. 18

Fulkerson Center

8 a.m. to 1 p.m.

### Morning Keynote

Danny O'Neill -- "Bean Baron"

Danny O'Neill is the "Bean Baron" of The Roasterie, Inc., a specialty coffee roasting company which services espresso bars and coffee houses, fine restaurants, high-end grocers, offices and retail accounts. Danny started The Roasterie in the basement of his Brookside home in November 1993, but his passion for coffee began in high school when he spent a year in Costa Rica as an exchange student. He spent several weeks picking coffee. Since then, Danny has made hundreds of trips to origin, touring different segments of the coffee industry and locating the best coffees in the world.



Since The Roasterie's inception, Danny has become a sought-after expert in the ever growing coffee industry. He has judged cupping and barista competitions all around the globe since 1995. Danny's business experience includes 10 years in varied sales and marketing positions, spending the last seven of those years with a large multinational corporation. In his final position, Danny was responsible for an entire industry segment, with sales in excess of \$80 million.

Danny was born and raised in Denison, Iowa, and is the middle of 10 children. He received a B.A. in International Studies and Political Science from Iowa State University in 1983. In 1993, he received his MBA from the Rockhurst University Executive Fellows Program in Kansas City. In 2005, he opened The Roasterie Café in Brookside, which to this day is one of the most successful coffee shops in the country. This month, the second Roasterie Café is scheduled to open in Leawood, Kansas.

### Lunch Keynote

Dr. Philip Nitse, New Dean of the Craig School of Business

*"Business Education at the Crossroad: Where Do We Go Now?"*

Dr. Philip S. Nitse was named dean of the Steven L. Craig School of Business at Missouri Western State University, effective July 1. Dr. Nitse is the first permanent dean of the Craig School of Business.

Before joining Western, Dr. Nitse had been at Idaho State University since 1993, where he chaired the university's marketing department. His academic achievements are grounded in sales and sales management and he has experience in retail, service and industrial organizations, having served in those roles for United Technology Carrier, Mass Merchandisers, Inc., Georgia Pacific Corp. and Value Fair Discount Stores prior to pursuing his advanced degrees. Dr. Nitse's research interests are in competitive intelligence, health care marketing, knowledge management, e-commerce, environmental scanning and marketing management.

Dr. Nitse received his doctorate and master's degrees from the University of Memphis and his bachelor's degree from Arizona State University.



St. Joseph Area  
Chamber of Commerce  
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St. Joseph, MO 64506

(816) 232-4461 [www.saintjoseph.com](http://www.saintjoseph.com)

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Registration Form

Breakout Sessions

Please return to the Chamber, 3003 Frederick Ave., St. Joseph, MO 64506, by Nov. 15.  
Or register online at [www.saintjoseph.com](http://www.saintjoseph.com).

Company:\_\_\_\_\_

Contact:\_\_\_\_\_

Address:\_\_\_\_\_

City:\_\_\_\_\_ State:\_\_\_\_\_ Zip Code:\_\_\_\_\_

Phone:\_\_\_\_\_ E-mail address:\_\_\_\_\_

Names of Attendees:

1.\_\_\_\_\_ 5.\_\_\_\_\_

2.\_\_\_\_\_ 6.\_\_\_\_\_

3.\_\_\_\_\_ 7.\_\_\_\_\_

4.\_\_\_\_\_ 8.\_\_\_\_\_

**Payment:**     \$19.95 per Chamber member or \$29.95 General Admission

Continental Breakfast and Lunch included in registration price

☐ Check (payable to St. Joseph Area Chamber of Commerce)     ☐ Invoice

☐ Mastercard     ☐ Visa     ☐ Discover     ☐ American Express

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*Between keynote addresses learn about the following topics in Breakout Sessions:*

Rev Up Your Customer Relationships, Referrals & Revenues with E-Mail Marketing

The Health Care Act -- Implications for Your Business

Speed Networking -- Be sure to bring your business cards!

When businesspeople attend conferences and other networking events, they tend to gravitate towards people they know, and don't always meet new individuals or business contacts. The "throw-everyone-into-a-room" system of commonplace networking events is especially daunting for someone who may be shy or new to the marketplace.

With increasingly busy schedules, businesspeople spend a lot of time trying to make the necessary contacts to keep their businesses growing. Time is of the essence.

Speed networking is a new and fresh way to build your business Rolodex in a time efficient manner! Speed networking is a networking event with an accelerated twist. The program is specifically designed to allow attendees the quick and entertaining opportunity to introduce themselves and pitch their company to other people in business.

Nov. 18 Schedule

Location Map

8 to 8:30 a.m.	Registration and Continental Breakfast
8:30 to 9:30 a.m.	Morning Keynote
9:45 to 10:30 a.m.	First Breakout Session
10:45 to 11:30 a.m.	Second Breakout Session
11:45 a.m. to 1 p.m.	Lunch Keynote
1 p.m.	Adjourn

