



SPEAKER BIOGRAPHIES



Brian Acord is a lifelong student of entrepreneurship with over a dozen startups under his belt. While he has had significant experience starting new ventures with Fortune 500 companies such as Disney (DIS), Tech Data (TECD), and United Airlines (UAL), he has spent the past several years consulting exclusively on entrepreneurial ventures and early stage development opportunities. Mr. Acord is the founder and Executive Director of Young Entrepreneurs of America and enjoys sharing ideas on entrepreneurship by teaching at the University of Utah and authoring various articles for The Entrepreneurial Life. He holds a B.S. in Education from Brigham Young University and earned his MBA from the Darden Graduate School of Business at the University of Virginia.



Eddie Edmunds began his entrepreneurial career as a window cleaner in Park City, Utah, specializing in cleaning residential homes. From 1995-2001 Frog Window Cleaning earned a reputation for dependability, snappy service and sparkling clean windows. Following his success with Frog Window Cleaning, Eddie moved to Washington DC and opened a martial arts academy in Fairfax, Virginia. Presently, Eddie has opened another Fusion Academy in Salt Lake City. He loves his work at the SBDC and the opportunity to help small business owners launch and sustain their successful entrepreneurial adventures.



Kent Madsen - Prior to joining Wasatch Venture Fund, Mr. Madsen worked for Ford Motor Company in the Advanced Technology Group. While there, Mr. Madsen developed mathematical and computational models for analyzing vehicle aerodynamic and thermodynamic properties and systems. He then transferred to Ford's China Operations where he helped write, present and negotiate joint venture proposals. Mr. Madsen then relocated to China to manage the Product Development of a newly established joint venture in China. Mr. Madsen has a B.S. in Mechanical Engineering and Applied Mechanics. He also has a M.S.E. from the University of Michigan and an M.A. in International Studies. His M.B.A. is from Wharton.



Dr. Dinesh Patel is a Managing Director and Founding Partner of vSpring Capital, an early stage venture capital fund with \$125 million under management. Dr. Patel is also the Founder, Chairman, President & CEO of Ashni Naturaceuticals, Inc. a company that specializes in the research, development and marketing of clinically tested and patent-protected naturaceutical products. In 1999, Dr. Patel Co-founded and was the Chairman of Salus Therapeutics, Inc., a biotechnology company focused on the research and development of nucleic acid-based therapeutics, including antisense and gene therapy drugs. Born and raised in Zambia, Africa Dr. Patel got his undergraduate degree from India and his doctorate degree from University of Michigan. Dr. Patel and his wife, Kalpana and children, Ashish and Avni reside in Salt Lake City, Utah.

Cathy Rawstorne joined the State of Utah's Economic Development Department in 2000 as part of the National Business Development team. Cathy served as Governor Leavitt's Director of the "Executive Hosting Program" for the 2002 Winter Olympic Games. Cathy is currently the Director of Strategic Marketing as well as a Co-Chair for Governor Walker's Life Science Eco-System. Prior to joining the State of Utah, Cathy was a Manager First Security Bank. Cathy is a graduate of the University of Utah.



Christopher Shoff is a corporate and securities attorney in the Salt Lake City office of Wilson Sonsini Goodrich & Rosati. Chris' practice focuses on the representation of public and private corporations, private emerging growth companies and venture capital firms. He has transactional experience in mergers and acquisitions, public offerings and venture-capital financings. Chris joined the Salt Lake City office of Wilson Sonsini Goodrich & Rosati in 2002 after participating in the firms summer associate program in Kirkland, Washington in 2001. Chris received his J.D. from Harvard Law School and received his B.S. summa cum laude in economics from Weber State University in 1999. He currently serves on the Dean's Advisory Board of Weber State University's John B. Goddard School of Business and Economics. He is a member of the Utah State Bar association.



In **Cheryl Snapp Connor's** 21-year public relations career, she has launched three successful PR agencies in Utah Valley, most recently the Snapp Norris Group. In its first full year in business, Snapp Norris doubled in size, adding more than 10 new accounts, including Tahitian Noni International, Stellar Technologies, Senforce and Broadcast International. Highlights of Connor's career have included helping Flipdog.com launch successfully during the height of the dot-com frenzy, and managing the widespread visibility of Tahitian Noni in a highly regulated environment for healthcare products.



Tom Stockham is president and chief executive officer of MyFamily.com, Inc. Tom came to MyFamily from Ticketmaster (TMCS), the world's leading ticketing and access company. During Tom's tenure as leader of the electronic ticketing organization (1999-2001), online ticket sales increased 146 percent to more than \$1 billion annually, and revenue grew more than 200 percent. Tom was a founder of Sonic Innovations (SNCI), a publicly traded hearing health company, and guided the company from start-up through series B funding. Tom holds an MBA from Stanford University and a BA from Dartmouth College.



Todd Stevens - Mr. Stevens is the founder and Managing Director of Wasatch Venture Fund. Mr. Stevens oversees the operations of four venture capital funds with assets of over \$200 million. Prior to founding Wasatch, Mr. Stevens worked as a consultant, Treasurer of a Utah based publicly traded company and as a real estate development executive. He has raised capital and invested over \$500 million in private and public companies. He received his Bachelor of Science degree in Accounting and Management from the University of Utah, cum laude. He also received a Master in Business Administration degree from Harvard University graduating with honors.



Kimball Thomson is the founder of Wasatch Digital iQ magazine, and currently serves as senior editor of Digital iQ and Utah Business magazines. He has spent the past fifteen years of his professional life as a business development and strategy consultant for clients ranging from small startups to large multinational organizations. He has published dozens of business-related articles, especially about the technology industry. Mr. Thomson is also active in a variety of community and economic development projects, including service as co-chair of the annual Horizons Conference for Technology to Market and as co-chair of public relations for the Utah Information Technology Association.



Vicki Varela has been on the forefront of political issues in Utah for more than 15 years, from directing the 1989 Olympics Referendum Campaign, to serving as Western Regional Chair for George W. Bush during the 2000 presidential campaign. As Gov. Mike Leavitt's communications strategist and Deputy Chief of Staff, Ms. Varela helped create the highest approval ratings for any U.S. Governor. She currently serves as Vice President of Public Policy for Kennecott Land, helping to build enduring communities on Salt Lake Valley's west bench. She also provides community leadership as a member of the Federal Home Loan Bank Board in Seattle and boards of directors for Utah Transit Authority and Utah Children's Dance Theater.



Ken Woolley started his first business at age 13 distributing collectable postage stamps. Since then, Mr. Woolley has operated his own TV repair business, imported antique cars from England, led a manufacturing firm, and has been responsible for founding several successful companies in mining, ice-cream manufacturing, electronics, real estate development, retail grocery, and housing construction. In addition, Mr. Woolley has also acted as a director and investor in several early stage companies, including Salt Lake based Megahertz Corp In 1978, Mr. Woolley founded Extra Space Storage, and became an Associate Professor of Business at Brigham Young University. Mr. Woolley has a BA in physics, and both his MBA and Ph.D.



Dan ("The Laptop Man") Young, 31, is the founder and president of Sandy, Utah-based PC Laptops LLC. Born in 1971 and raised in Southern California, Young is a first-generation American. His parents emigrated from China to the United States in the late 1930s to escape repression and the early throes of World War II. His first entrepreneurial efforts selling T-shirts, sunglasses, and novelty items from a stand in Venice Beach yielded modest success, but he was caught up in the teen party and gang scene prevalent in Los Angeles at the time. Now in 2002, with four retail outlets in Utah, a web presence, retail agreements with four major Utah University bookstores, and 30-plus employees, the company has been renamed PC Laptops. This emphasizes the company's focus on portable computers, but also it prepares for geographical expansion.