David Adkins, 
Executive Director/CEO, The Council of State Governments

Kevin Boggs, 
Assistant Vice President of Tech Transfer, 
University of Memphis

Jason Wiens, 
Lead Policy Engagement Manager, 
Kauffman Foundation

Mark Norris, 
Tennessee Senate Majority Leader and 2014 CSG National Chair

Steven J. Bares, 
President and Executive Director, 
Memphis Bioworks Foundation

Kevin Boggs, 
Assistant Vice President of Tech Transfer, 
University of Memphis

Ted Townsend, 
Assistant Commissioner of Strategy, TN Department of Economic and Community Development

Charlie Brock, 
CEO & President, 
Launch Tennessee

Jeff Chapman, 
Manager, Economic Development Tax Incentives Project, The Pew Charitable Trusts

Ted Townsend, 
Assistant Commissioner of Strategy, TN Department of Economic and Community Development

Carol Reed, 
Executive Director, 
Northwest Tennessee Entrepreneur Center

Andre Fowlkes, 
President, Start Co.

Eric Matthews, 
Founder, Start Co.

Richard Billings, 
CEO, Screwpulp

Larry Gibson, 
Manufacturing Director, 
Unilever

Stan Elliott, 
Director, Missouri Innovation Campus

Kelly Penwell, 
Director, Experiential Learning Lab, 
University of Memphis

Michael A. Botticello, 
CEO & Founder, Custom Coin Holders LLC

Charlie Brock, 
CEO & President, 
Launch Tennessee

Kelly Penwell, 
Director, Experiential Learning Lab, 
University of Memphis

Mark Norris, 
Tennessee Senate Majority Leader and 2014 CSG National Chair

Jeff Chapman, 
Manager, Economic Development Tax Incentives Project, The Pew Charitable Trusts

Andre Fowlkes, 
President, Start Co.

Larry Gibson, 
Manufacturing Director, 
Unilever

Stan Elliott, 
Director, Missouri Innovation Campus

Michael A. Botticello, 
CEO & Founder, Custom Coin Holders LLC

CSG ENTREPRENEURSHIP DAYS | SPEAKER BIOS

CSG ENTREPRENEURSHIP DAYS | SPEAKER BIOS
**Senate Majority Leader Mark Norris**
2014 CSG National Chair

Senator Mark Norris serves as Tennessee Senate Majority Leader and has represented Memphis, Shelby County and much of West Tennessee since 2000.

He is an advocate for entrepreneurship. He serves on the boards of the Memphis Research Consortium and the Tennessee Technology Development Corporation dba Launch Tennessee. In 2013, he was appointed by Governor Bill Haslam to serve on the Tennessee Labor and Workforce Development Board.

A graduate of the University of Denver College of Law, he is Special Counsel with the law firm of Adams and Reese LLP and is recognized as a Tennessee Super Lawyer. He is also the Chairman of the Council of State Governments and leads CSG’s Workforce Development and Education Initiative: State Pathways to Prosperity.

**Kevin Boggs**
Assistant Vice President of Tech Transfer, University of Memphis

During his five year tenure in the Office of Technology Transfer, the U of M has obtained ten patents, nine licenses and 70 invention disclosures. He has secured renewed funding from FedEx Corporation to support the FedEx Institute’s mission of entrepreneurship, corporate engagement and technology commercialization. He is responsible for investing those funds in research programs campus-wide. As Director of the CVL, Boggs has been at the forefront of raising $1.76 million to renovate the former Mason’s Lodge near campus and of building a program to train and guide student and faculty entrepreneurs.

Before joining the U of M, he was Director of Business Development at Applied Genetic Technologies Corporation (AGTC), a biotechnology company spun out from the University of Florida. He was Assistant Director of Life Sciences at the University of Florida’s Office of Technology Licensing. In that position, he negotiated over forty licenses and numerous sponsored research agreements while managing a large portfolio of U.S. and international patents. Boggs received his MBA from the Fogelman College of Business and Economics at the University of Memphis, performed post-doctoral research at St. Jude Children’s Research Hospital and earned his Ph.D. at the Medical University of South Carolina.

**David Adkins**
Executive Director/CEO, The Council of State Governments

David Adkins, a former Kansas state senator, leads The Council of State Governments as its executive director and CEO.

Prior to joining CSG, Adkins served as vice chancellor for External Affairs at the University of Kansas Medical Center. Adkins, a graduate of the University of Kansas School of Law, was a Kansas state senator from 2001 to 2005 and served in the Kansas House from 1993 to 2001. He served as the founding executive director of the Community Foundation of Johnson County, an affiliate of the Greater Kansas City Community Foundation.

The Council of State Governments is a nonpartisan, nonprofit organization serving all three branches of state government.
**Jason Wiens**
Lead Policy Engagement Manager, The Ewing Marion Kauffman Foundation

Jason Wiens is the lead policy engagement manager in Research and Policy for the Ewing Marion Kauffman Foundation. His responsibilities include making federal, state, and local policymakers aware of the work done by the Kauffman Foundation in addition to writing policy briefs and developing policy engagement strategies.

Prior to joining the Kauffman Foundation, Wiens was the deputy legislative director for U.S. Senator Jerry Moran where he oversaw the development and implementation of the Senator’s legislative agenda, analyzed policy proposals, and provided counsel to the Senator. He led bipartisan effort in the U.S. Senate to develop and introduce major legislation (Startup Act, Startup Act 2.0, and Startup Act 3.0) with three other congressional offices. Wiens earned a bachelor of arts degree in political science with a minor in sociology from Northwestern University in Evanston, Ill.

**Jeff Chapman**
Manager, Economic Development Tax Incentives Project, The Pew Charitable Trusts

Jeff Chapman is manager of Pew’s economic development tax incentives project, which helps states advance policies that make their incentives effective, accountable, and fiscally sound. Chapman oversees the project’s work with state leaders, including technical assistance to develop and adopt policy solutions. He also manages 50-state studies that highlight proven approaches to tax incentive evaluation that other states can learn from. He is a frequent speaker on these issues and has testified before state legislative bodies as well as professional and academic associations.

Chapman came to Pew in 2010 from the Washington State Budget & Policy Center, where he conducted critical analyses to evaluate and guide development of state fiscal policy. He also advised Washington Governor Christine Gregoire as a member of her Council of Economic Advisors. Previously, as an economist with the Economic Policy Institute, Chapman provided technical assistance to state-based think tanks and performed research that has been featured in print and broadcast media as well as peer-reviewed publications including the Monthly Labor Review.

Chapman earned a master’s degree in public policy from the Harvard Kennedy School.

**Ted Townsend**
Assistant Commissioner of Strategy, Tennessee Department of Economic and Community Development

Assistant Commissioner of Strategy for the Department of Economic and Community Development, where he oversees research, innovation and investment programs such as Launch TN and TNInvestco, the Business Enterprise Resource Office (BERO) and all rural programs including Select Tennessee, ThreeStar, Tennessee Main Street, Tennessee Downtowns and Retire Tennessee. Along with federal grant program oversight that includes Community Development Block Grants, Governor Haslam has appointed Mr. Townsend as his official designee to the Appalachian Regional Commission and the Delta Regional Authority.

Prior to becoming Assistant Commissioner, Mr. Townsend was the TNECD Regional Director over the Greater Memphis Region comprised of Fayette, Lauderdale, Shelby and Tipton Counties.

The Tennessee Department of Economic and Community Development’s mission is to develop strategies which help make Tennessee the No. 1 location in the Southeast for high quality jobs. The department seeks to attract new corporate investment in Tennessee and works with Tennessee companies to facilitate expansion and economic growth.
Before joining TN ECD, Mr. Townsend was the co-founder and Chief Operating Officer of arGentis Pharmaceuticals, Inc, of Memphis, a privately-held bio-pharmaceutical company involved in the licensing, development and commercialization of therapies for auto-immune and ophthalmic diseases. During his tenure, the company successfully raised $2 million in capital from angel and institutional investors.

A graduate of the University of Memphis, Mr. Townsend also served as Executive Vice President and Managing Partner of Agile Minds, LLC, a consulting firm in health care and life sciences. He currently serves on the board of directors of arGentis, LifeScience Tennessee and the Memphis Research Consortium.

Charlie Brock
CEO & President, Launch Tennessee

In his role as CEO & President of Launch Tennessee, Charlie takes a statewide approach to connecting people and fostering collaboration to enhance entrepreneurship in Tennessee.

In 1998, he helped establish Foxmark Media and grew it into one of the nation’s leading mall advertising companies. As the CEO and largest shareholder, he structured three rounds of private financing before selling the company in 2006 to Australia-based EYE Corp., one of the world’s leading out-of-home media companies. After selling Foxmark, Brock helped launch FourBridges Capital Advisors, a lower-middle market investment bank based in Chattanooga where Brock served as Managing Director.

Charlie was also a founding partner of the Chattanooga Renaissance Fund, Chattanooga’s first organized angel fund, as well as the CEO of CO.LAB, a Chattanooga accelerator that provides advice and mentoring services to entrepreneurs and runs the summer GIGTANK program. He is an organizer and director of CapitalMark Bank and Trust in Chattanooga and also serves as a director of The Dixie Group and Park Media Software.

Steve J. Bares
President and Executive Director, Memphis Bioworks

Steven J. Bares, Ph.D., is President and Executive Director of the Memphis Bioworks Foundation, a broad-based public/private partnership focusing on the growth of biomedical research and commercialization of life science technologies. Dr. Bares specializes in growth business management, new product development and marketing, and he has led the development of more than 15 new technologies from concept through the entire technology development cycle to the penetration of consumer and commercial markets.

Prior to establishing the Memphis Bioworks Foundation in 2001, Dr. Bares served in a series of executive roles at International Paper. Before joining International Paper, he was President and co-founder of Sparcom Corporation, a company specializing in handheld computer applications and wireless communications products sold in 26 countries.

Prior to that position, Dr. Bares was a Program Manager for Hewlett-Packard’s laser and inkjet printer group and part of the initial team that introduced the DeskJet family of printers. Under Dr. Bares’s leadership, Bioworks provides top-tier entrepreneurship support with funding, coaching, program development and accelerators. Within Bioworks, Dr. Bares formed Innova in 2007 as an early stage pre-seed Venture Capital Fund to encourage new venture formation in the region. In 2012 Bioworks built the TriMetis Specialized Laboratory to help medical device, pharmaceutical, industrial and biotech companies and academic institutions prove their ideas through specialty laboratory and consultations services by an experienced and highly trained staff.

In 2014, Bioworks was selected to lead the EPICenter, a Greater Memphis Chamber Chairman’s Circle initiative to create 1,000 new entrepreneurs and 500 companies in the next 10 years. Dr. Bares holds a Ph.D. in Physical
Chemistry, a Masters of Business Administration (MBA) and a B.Sc. in Chemistry. He has authored nine patents and published numerous articles. He is involved in community service and serves on numerous boards.

Andre Fowlkes
President, Start Co.

Andre K. Fowlkes serves as President of Start Co. bringing his experience in finance as well as economic and community development to handle the business development and operations of organization. His primary concern is not only growing public and private investment for Start Co., but for the Memphis entrepreneurial ecosystem in general. He brings extensive experience in efforts for the inclusion of minorities and women, students, and social organizations that Start Co. practices.

Carol Reed
Executive Director, Northwest Tennessee Entrepreneur Center

Carol Reed serves as the Executive Director of the Northwest Tennessee Entrepreneur Center. Prior to this opportunity, she enjoyed a long and successful career in community banking. Most recently, she served as Vice President of Reelfoot Bank. Carol’s journey to Northwest Tennessee started in central Kentucky where she grew up on a family farm outside of Elizabethtown, Kentucky. After graduating from Western Kentucky University, she joined Manufacturers Hanover Consumer Services as a manager trainee. Upon completion of the training program, she was promoted to branch manager and was relocated to Nashville, Tennessee.

Carol serves as member of the UTM-College of Business and Global Affairs Advisory Board. She is the first and only female board member of the Weakley County Farm Bureau Board of Directors. She is a past President for Martin Rotary Club and a Rotary International Paul Harris Fellow. She has served as the treasurer for the Martin Business Association. Additionally, she is a graduate of WestStar Leadership, Weakley County Leadership, and Leadership North Fulton County, Roswell, Georgia. She is a member of Martin First United Methodist Church. In her spare time, Carol enjoys gardening.

As Executive Director of the Northwest Tennessee Entrepreneur Center, Carol’s mission is to help Northwest Tennessee become a better place to live by helping entrepreneurs turn ideas into investable businesses.

Through the efforts of the Northwest Tennessee Entrepreneur Center, Carol guided the creation of a model startup business accelerator called NextFarm. While the accelerator is eager and willing to help entrepreneurs across the spectrum, NextFarm specializes in agricultural innovation. NextFarm’s agricultural accelerator is a cohort-based process that leverages the advantages of learning in a group setting. Entrepreneurs in the program are coached by mentors with several years of experience in entrepreneurship, farming, and commercialization of technologies. Program staff and mentors work with prospective entrepreneurs on refining business ideas, planning strategically, commercializing technology, and taking products and services to the marketplace. In addition, the program identifies technology at the region’s universities that could be brought into the accelerator and commercialized in Northwest Tennessee.

Richard Billings
CEO, Screwpulp

Richard Billings is an amateur writer, maker, tech geek and CEO/Founder of Screwpulp. Richard began his career in the US Navy and Navy Reserves. He spent several years as an on-air personality in radio/television and as a photographer before moving into IT management field for 15 years. His passion for reading and writing lead him to develop solutions to several of the problems he noticed in the self-publishing world. Richard lives in Memphis TN with his two daughters, his dog Bill Murray, and his two cats Jake and Elwood.
Larry Gibson  
Manufacturing Director, Unilever  

Larry Gibson has worked at Unilever in manufacturing, planning and program director roles. His experience spans food, personal care and laundry in both planning and manufacturing at four manufacturing locations and three headquarters locations. He has managed the business capability development for Unilever’s SAP conversion in North America. Mr. Gibson previously served in the United States Army and is the proud father of two doctoral candidates.

Stan Elliott  
Director, Missouri Innovation Campus  

Stan Elliott is the Director of the Missouri Innovation Campus for the University of Central Missouri. He received his BS, BSE and MA degrees from Truman State University and his Educational Specialist degree from University of Missouri – Kansas City. Previously he worked for the Lee’s Summit School District for 33 years as a high school teacher, assistant principal, principal, and spent the last 7 years as assistant superintendent for secondary instruction. Stan has consulted and presented nationally on school improvement initiatives and on the International Baccalaureate program.

Kelly Penwell  
Director, Experiential Learning Lab, University of Memphis  

Upon her arrival in Memphis, Kelly Penwell created the Center for Entrepreneurship and Innovation (CEI) at the University of Memphis. Managing daily operations, she exceeded her original benchmark of launching 3 businesses in two years by over 1000 percent. Kelly assisted aspiring entrepreneurs including Mo’s Bows and Custom Coin Holders in becoming successful business entities, yet her assistance reached far beyond the Center’s +170 clients.

Through Kelly’s efforts, the CEI has partnered with numerous community and government organizations, local and international businesses, and charitable foundations aside from reaching out to the Latino market within the tri-state area. She recognized the importance of giving students the opportunity to become valuable members of the Greater Memphis community, serving on the University of Memphis Internship Team and employing the largest number of interns on campus.

Kelly can also be attributed with the creation of I.D.E.A.T.E., a newly created initiative giving student innovation teams the opportunity to complete authentic short term projects for community businesses and non-profit organizations. This in turn provides students with experience to bolster their resume and lends a different perspective to local community partners.

Currently, Kelly is leading up the Experiential Learning Lab Team. Her responsibilities include oversight of the University of Memphis internship and experiential learning credit programs. The main focus is on pro-actively preparing students to meet the workforce needs of our community partners by expanding I.D.E.A.T.E., pipelining students through our new Intern Qualified (IQ!) offering, and helping learners earn college credit from their life experiences. She is also developing a digital offering to teach entrepreneurship to high school students which will allow them to earn college credit at the University of Memphis.

Prior to relocating to Memphis from Long Island, New York in June of 2011, Kelly owned a packaged ice and home-heating fuel company, taught high school, and coordinated internship programs both on the secondary level and within higher education. Kelly has a long history of involvement with Rotary including experience as a Rotary Youth Exchange Student (1984-1985), mother of a Rotary Youth Exchange Student, host mother, District Co-Chair of RYLA, District Committee member for Rotary Youth Exchange, and Interact Club advisor.
Michael A. Botticello, Jr.
CEO and Founder, Custom Coin Holders LLC

Michael A. Botticello Jr. was raised in Tampa, Florida. In 1995, at the age of 18, immediately after graduating High school he enlisted into the United States Navy as an Aviation Ordnancemen (a bomb technician). Over the next 17 years he served honorably visiting 32 countries on board five different aircraft carriers operating in multiple theaters of combat to include; The Kosovo Conflict, Desert Shield in Iraq and Kuwait, and lastly serving in two providences in Afghanistan for combat support of Operation Enduring Freedom. In 2012, after 17 years of Naval service he was medically retired for a permanent shoulder injury incurred during his service.

In 2008, shortly after his shoulder injury, he began wood working out of a 2 car garage. Originally started as a hobby and therapeutic down time he realized he had created a niche market for military challenge coin holders, shadow boxes, and specific handcrafted awards. After several months of perfecting his products he moved forward with turning a hobby into a business. After all the licenses and business plans were set, Custom Coin Holders LLC was born in 2009. From a one man business to present he has served thousands of customers worldwide and currently sells his products in 31 big box stores coast to coast to include overseas on 4 different continents with only five additional employees. Every aspect of his business and products are “Made in the USA”. He has a 5,000 square foot warehouse where these items are manufactured, packaged and sold to include a website and 200 additional pending stores to be set up for future sales over the next five years.

During the creation of his business and products, while still on active duty, Mr. Botticello managed to raise a family and earn a Bachelor’s Degree, Magna Cum Laude from Park University in Human Resources and Business Management in 2011. He lives and runs his business from Atoka, Tennessee with his wife Jennifer Botticello and two children Madison, 6 and Michael, 1 by his side.