



SMART START WEEKEND

Want to grow your business faster? And with less risk?

Have an idea for a product or service but not sure where to start?

Get help from innovation experts with over 100 years of experience.

HAVE YOUR ENTIRE TEAM ATTEND!

- ✓ Explore actionable ideas for your business and find innovative solutions
- ✓ Learn to fully evaluate ideas based on data and rapid feedback
- ✓ Refine your marketing message

**Laramie County Community College
Clay Pathfinder Building/ANB Bank Leadership Center • Room 108
All three days for only \$200 per person or \$800 per group of five**

Friday, December 1, 5pm - 8pm: Offering Value/ New Offerings/ New Markets/Estimating/ Research

Saturday, December 2, 8am - 8pm: Develop Offering/ Sales Forecast/ Efficient Prototyping/ Overt Customer Benefits

Sunday, December 3, 8am - 6pm: Overcoming Threats/ High Impact Marketing/ Pitch Ideas to Experts

To Register: Call Darlene at 307.778.4381

Questions? Contact Rick Rothwell, Innovation Engineering Black Belt
at 307.630.6083 or rrothwell1@gmail.com



WYOMING SUCCESS STORIES

Spradley Barr, Cheyenne

Innovation Engineering helped us to establish clear growth strategies for our business. We are now engaging our workforce, who are excited to be an important part of our growth. The team has created, developed and is implementing many good ideas to help the business grow. Our workforce now has the mindset of innovation and growth that we were looking for.

I recommend that other Wyoming businesses explore the Innovation Engineering systems to grow their business. This was huge for us!

Bob Womack , Spradley Barr Motors, Cheyenne

Precision Analysis

Innovation Engineering helped us to get a new product to market in a matter of months. Even though we service the oil and gas industry, we saw the need for a home water testing kit for residential water testing. We also completely revamped our marketing message, helping the demand for our products to really take off. We were able to double our prior year sales by May.

I learned more practical marketing knowledge in our Innovation Engineering experience than I did in four years in college getting a marketing degree.

We grew rapidly, and there are now 8 locations in Colorado, Wyoming, Utah, Montana, North Dakota and Texas. In 2016 we sold our company to a much larger company.

I would highly recommend Innovation Engineering to help introduce a disciplined system of growth.

Cory Fabrizio, Former Owner, Precision Analysis-Riverton

BIOGRAPHICAL SKETCHES-INSTRUCTORS

Rick Rothwell

Rick and his wife were retail franchise owners in Oklahoma City, winning awards for National Marketer of the Year, National Customer Service Program of the Year and National Franchisee of the year for their 450-store franchise system.

Rick was a Vice President at The Eureka! Ranch, one of the leading innovation companies in America, helping national companies to innovate and grow their organizations. Included in the list of organizations that Rick worked with was the U.S. Department of Commerce (helping small manufacturing companies), Dr. Pepper-Snapple Group, Simmons Bedding, Day Spring (a wholly owned subsidiary of Hallmark), POST Cereal, GOJO Industries, Chemtura, and many smaller organizations across the country. He is an Innovation Engineering Black Belt.

James A. Willms

Jim Willms is retired senior executive with 45 years of management experience. His work has included general management, strategic planning, budgeting, marketing, product development, manufacturing, sales, contracting and importing and exporting.

In 2013 Jim retired as the President and Chief Executive Officer of the Unicover Corporation of Cheyenne, Wyoming, after 33 years of service to the Company. Before joining Unicover, Jim worked through several levels of marketing and management for the Procter and Gamble Company of Cincinnati, Ohio.

Jim has a B.S in Mechanical Engineering from the University of Idaho and an MBA from Harvard. He is a Certified Black Belt in Innovation Engineering and a Galliard Institute Certified Family Business Advisor.

Barry J. Bruns

Barry J Bruns is a farm kid from Chappell, Nebraska. Distinguished Graduate from USAFA, MA in American Diplomatic History, Graduate of the USAF Fighter Weapons Instructor School, and is a certified welder. He has shoveled manure, cleaned feed bunks, taught Air-to-Air combat and Empowering Leadership, and worked with congressional delegations to create legislation making associate units possible in the Air Force. Number 8 Innovation Engineering Black Belt in the nation.