



## 2011 Business Breakfast Series | Wichita, KS



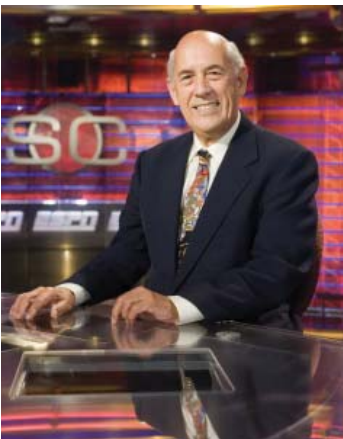
### Eric Fisher | Thursday, October 13

Eric Fisher, owner of three Eric Fisher Salons and Eric Fisher Academy excels at his craft with a rare combination of artistic and business leadership. During his outstanding career Fisher has won numerous industry awards including a Global Business Award in London, an entrepreneurial award from the Anderson School of Business at UCLA. Around the world, hairdressers learn the latest techniques and business information by attending Eric Fisher's shows and seminars. He is the featured artist at all of the major beauty shows in the U.S. and enjoys celebrity status overseas as he performs on stage in key cities in Europe and Asia.



### Leslie Rudd | Thursday, November 3

Leslie Rudd's entrepreneurial endeavors have directly and indirectly touched the world of restaurants, spirit distribution, and Napa Valley Wines. After graduating from Wichita State University, he joined the family business and became owner and CEO of Standard Beverage Corporation. In the 1980's Rudd co-founded a regional restaurant chain called Lonestar Steakhouse, which he and his partners built into a prospering national restaurant group before going public in 1992. Rudd was inspired to create his own California wine estate in 1996. The first wines under the Rudd label were released in October 2000. Leslie's most recent endeavor, the revitalization of the Distillery No. 209 spirits brand from Pier 50, is a great example of the synergy of his interests.



### Bill Rasmussen | Thursday, November 17

It is safe to say that Bill Rasmussen changed the face of sports, and the face of television. His brainstorm for a 24-hour cable sports television station, born out of adversity, has become the *Worldwide Leader in Sports, ESPN*. Rasmussen founded *ESPN* in the summer of 1978. He had his innovative brainstorm for an all-sports cable TV network within days of his firing by the New England Whalers. A life-long entrepreneur and sports fan, Rasmussen's innovations in advertising, sports and broadcasting are numerous and include not only the creation of *ESPN*, but also the concept for *Sports Center*, wall-to-wall coverage of NCAA regular-season, *March Madness* college basketball, and coverage of the *NFL Draft*.