

# Entrepreneur Incubator Staff & Resources



**Bill Dorman**  
*Marketing, Operations,  
& Strategic Planning*

Bill Dorman assists small businesses with strategic planning, marketing, and project execution. His work helps companies build value by aligning resources to achieve results. Bill's personal yet professional approach yields benefits that are both immediate and sustainable.

Bill has independent management consulting experience as well as experience serving in the strategic planning division of FMI Corporation in Raleigh, North Carolina. At Raymond James Financial in St. Petersburg, Florida, Bill served as Vice President of Office Services and managed the firm's national portfolio of real estate. He also served in the Corporate Marketing Department for Raymond James Financial to help develop the firm's corporate marketing plan.

Bill holds a Bachelor of Science in Business Administration with a Major in Finance and a Master of Business Administration with a concentration in Human Resource Management, both from the University of Florida.

After a 20 year career as a Human Resources professional, Eva Del Rio founded HR Pro on Demand, a consulting practice that focuses on the human resources needs of small business. She is a firm believer that every business will benefit from learning how to use good HR practices to reduce liability and increase employee productivity and morale.

Eva graduated with a Masters degree in Education from the University of Florida. She went on to a successful 20 year career as a Human Resources professional serving in senior management positions for local employers such as Golder Associates, Meridian Behavioral Healthcare and The Gainesville Sun.

Eva is active in community and professional organizations; she is a board member and past president of the North Central Florida Society for Human Resources Management. Eva also writes a weekly newspaper column about the workplace published in The Gainesville Sun and Star Banner in Ocala.



**Eva Del Rio**  
*Human Resources*



**Laurence Andrews**  
*Program Coordinator,  
Bradford County  
Incubator*

Laurence has twelve years of experience analyzing problems and providing strategic solutions for clients and co-workers in the public and private sectors. He spent 10 years working as a pension analyst for the New York City Employees' Retirement System. As an independent management consultant, Laurence has advised entrepreneurs and small business owners in the US and the Caribbean.

Laurence has an MBA with a focus on Strategy Development and Entrepreneurship from Babson College and a Bachelor's Degree in Business Administration and Music from Nyack College. He also holds a Certificate of Completion from the University of St. Gallen Switzerland's International Study Program – a 10 week intensive study exchange program focusing on doing business in continental Europe.

Laurence Andrews is currently serving as the Program Coordinator for the Bradford County Incubator – a collaborative training program between Santa Fe College's Center for Innovation and Economic Development and Florida Works. The goal of this program is to help local entrepreneurs turn their ideas into income.

*One goal of the Incubator is to develop a network of professionals to provide services, support and training to local start-up companies.*



Jim Lilkendey is the founder of Apogee Coaching, a coaching practice whose mission is to bring out the best in businesses and business leaders. With over 18 years of industry experience, Jim's areas of focus have included project leadership/management, team building and performance, client service management, employee development, process engineering, talent acquisition, and technology integration.

Over his career, Jim has worked with firms ranging from a few employees to Fortune 50 companies including Prioria Robotics, Market Technologies, RaceTrac Petroleum, and American Greetings. At present, he enjoys helping small business owners, entrepreneurs, and leaders develop and grow their organizations through a focus on principle-centered leadership, alignment, strategy, execution and continuous improvement.

Jim has a Bachelor of Science in Computer Engineering and a Master of Science in Computer Science, both from the University of South Florida.



**Jim Lilkendey**  
*Organization Coach*



**Cris Johnsrud**  
*Grant Writing,  
Market Assessment*

Cris Johnsrud is the principle of Pathfinder Research, Inc., which provides research, consulting and management services to accelerate technology commercialization and build the innovation economy. She is also a founding partner of Research2Revenue, LLC, a company devoted to helping entrepreneurs win and manage grants and contracts, including SBIR grants. Prior to forming these two ventures, Cris was director of Research And Strategic Planning at the Southern Technology Applications Center at the University of Florida where she led local and national proposal teams to win more than \$100 million in federal and state funding.

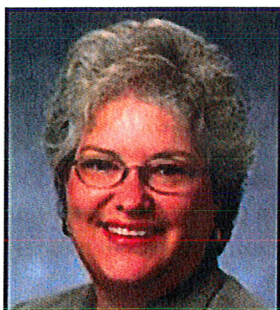
Cris holds a PhD in Cultural Anthropology from the University of Florida where her research focused on the effects of corporate culture on organizational partnerships, including NASA's early program involving small businesses in space-based R&D on the shuttle. She has been president of the Gainesville Area Innovation Network, is a certified facilitator of commercialization methodology, and has served as a judge for the Cade Prize for Innovation.

David Whitney is Managing Director of Emergent Ventures (EV), a private equity that invests in early-stage technology companies. EV also invests in commercial and residential real estate projects featuring sustainable design and green construction techniques. EV is also developer, builder and property manager in these real estate projects.

Prior to forming Emergent Ventures in 2006, David was a Senior Manager in Deloitte's Venture Capital practice. He worked with early-stage, venture backed companies in the technology, media, telecommunications, health care, life sciences, consumer business, and financial services industries. His specialty was identifying, developing, evaluating, and delivering value-added solutions that enhanced a company's operating profitability, increased its sales, and expanded the company's market presence. David has twenty-seven years of experience in venture capital, investment banking, commercial banking and real estate development.



**David Whitney**  
*Venture Capital*



**Elizabeth Davies**  
*Accounting*

Beth Davies is a knowledgeable, personable and reliable professional who is dedicated to providing high quality and accurate tax and accounting services. She is available to answer all questions, gives advice freely and treats small businesses like they are one of her most important clients.

Beth Davies is the owner of Elizabeth P. Davies, CPA, PA. She is also the Treasurer at Alachua County Crime Stoppers, a member of Leadership Gainesville, and Chair at GAWN (Gainesville Area Women Network).

Beth Davies received her Bachelor of Science degree in Accounting at the University of South Florida's College of Business Administration and got her Business degree at the University of Florida.



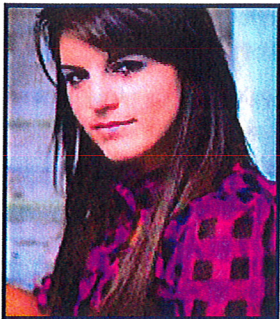
Philip N. Kabler has been a practicing attorney since 1985. Mr. Kabler holds law licenses in Florida, Connecticut, and Virginia (Associate Status), as well as admissions to various Federal Courts including the United States Supreme Court.

He graduated from Brandeis University with High Honors in Philosophy and from the University of Pennsylvania Law School. He was an administrator with the Florida Department of Juvenile Justice for five years. Mr. Kabler has taught business law at the University of Florida – Warrington College of Business Administration, and at Santa Fe College.

Throughout his career he has been involved in a large variety of professional, community, and arts activities, including board and officer capacities. In 2009 he was elected to the Eighth Judicial Circuit (Florida) Bar Association board of directors, and he was appointed by the Florida Supreme Court to a three year term on the Florida Bar Foundation board of directors.



**Philip Kabler**  
*Legal Advisement*



**Kristen Hadeed**  
*Transition/Progression Planning*

Kristen founded and grew Student Maid from a one person operation in 2009 to one that employs over 300 students during peak seasons. Recognized as the Gainesville Area Chamber of Commerce's "2010 Leading Women's Enterprise," Student Maid graduated from the CIED's Entrepreneur Incubator to their own space in August 2011. Kristen lends her experience and expertise now to help other local startups succeed. In her role at the CIED as Transition/Progression Planning for the incubating companies, she helps them plan for growth and expansion that will provide a sustainable base for their business beyond their incubation at CIED.

Kristen is a 2010 UF graduate, where she studied finance and mass communications. She is very committed to the Gainesville community, serving on boards and committees for several local organizations. Her passion is to motivate others to think creatively and frequently travels to share the Student Maid story.

Herb is the President and founder of Online Potential inc, a Gainesville based digital marketing firm that focused on helping businesses generate new leads and sales online. He has honed his web marketing skills over the past 14 years through a wide variety of ventures ranging from e-commerce start-ups while a student at UF to fortune 500 market research firms specializing in B2B marketing expertise.

Herb is passionate about helping small/med. sized companies leverage the power of the internet to level the playing field and establish authority and credibility. His expertise lies in helping owners understand their customer demographics, their website's metrics and making "data-driven" decision on what marketing tactics to employ and in which order. With certifications in email marketing, analytics, landing page optimization and even online testing, Herb constantly pushes both his internal team and his clients to stretch themselves, to learn every day and to constantly improve.



**Herb Jones**  
*Digital Marketing*



**Sarah Knight**  
*Patents*

Sarah J. Knight is a Registered Patent Attorney admitted to practice before the United States Patent and Trademark Office and represents clients for Intellectual Property (IP) matters. She views education and communication as key elements in her practice and works locally and internationally to provide insight, understanding, and updates related to IP law and practice.

As a Partner with the intellectual property law firm Saliwanchik, Lloyd & Eisenschenk, a substantial part of her practice is directed towards patent preparation and prosecution. She also provides patentability, infringement, and patent validity opinions. Sarah is a member of the Florida Bar, the American Intellectual Property Law Association (AIPLA), and the Institute of Electrical and Electronics Engineers (IEEE).

Sarah received her Juris Doctor *cum laude* from the University Of Florida Levin College Of Law; she also holds Master of Science and Bachelor of Science degrees in Electrical Engineering from the University of Florida.



Sven W. Hanson is a registered U.S. Patent Attorney who handles U.S. patents, intellectual properties, and trademarks worldwide. His clients include many North Florida technology companies as well as individuals in emerging businesses and national and multi-national companies. With a diverse technical background, his patent practice has included subjects ranging among optical devices, medical appliances, electronics devices, consumer pharmaceuticals, industrial equipment, software applications, business methods, and chemical process equipment. As well, Mr. Hanson represents writers and other artists in protecting copyrightable works through registrations, licensing and publication agreements.

He has been a speaker and presenter on intellectual property law for GAIN, SCORE, SBRN and at UF. He is also on the board of a local non-profit, Conservation Burial, Inc. and is active with Citizens for Strong Schools and is a member of the Emergent Growth Fund II.



**Sven Hanson**  
*Intellectual Properties*



**Anna Olcese**  
*Public Relations*

Anna Olcese founded Competira, Inc., a consulting firm specializing in brand development, business writing, public relations and event management, in the summer of 2009.

Anna is a graduate of the University of Florida (BS, ADV, 1996) and worked as an interactive media project manager for clients such as Kimberly-Clark Healthcare, Prudential Securities, and Powertel (now T-Mobile). In 1998, she returned to Gainesville and served as Communications Coordinator for Shands HealthCare until 2000, when she became the head of Livewire Communications' Interactive Media Division.

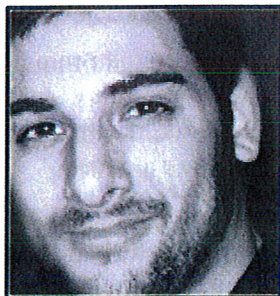
Anna is active in the community and serves on the UF Performing Arts Board of Directors and spearheads the SFC Fine Arts Hall Patrons Program. She's also on the Cade Museum for Innovation and Invention's Leading Edge Task Force, is a consultant for the SFC CIED's Growing Entrepreneurs Program, GTEC, and the UF College of Business

Felicia Lee is a professional writer and editor with over 15 years of experience who specializes in helping commercial clients develop and polish crucial documents such as new-business proposals and technical reports, and also provides writing services for promotional materials such as brochures, web copy, video scripts, and newsletters. Felicia holds a B.A. (with honors) and M.A. in English from Stanford, and a Ph.D. in linguistics from UCLA.

Felicia has worked as an in-house editor or writer for three Fortune 500 companies (Rockwell International, Xerox, and Philips). Her past technical and promotional writing has included work for the Space Shuttle program, product test documentation for video games, and projects in the biotechnology, architecture, and hospitality industries. She has taught at major universities including UCLA, USC, and the University of Florida, and is skilled in designing instructional and informational materials accessible to a wide range of audiences.



**Felicia Lee**  
*Promotional Writing*



**Chad Paris**  
*Company Branding*

Chad Paris is the Co-Founder and CEO of Parisleaf Printing and Design, a small business in Gainesville that focuses on providing high-quality, eco-friendly solutions for its clients' printing and design needs. Chad has 10 years of experience in marketing, and helping new companies hone their image with careful branding.

Chad, along with his wife, Alison, founded the business with \$100, just enough to get a business license. Parisleaf has grown exponentially: even without taking on investors, the company has been fortunate to have over 700% growth in its second year of business.

Chad enjoys meeting with other business owners, as well as speaking to groups about his experiences as an entrepreneur. Parisleaf began as a way to both grow in the community and give back. The nearly two-year-old company was named Gainesville's Business of the Year for its Commitment to the Environment in 2011.

*Updated: 4/16/2012*