

Food Entrepreneur Workshop Instructor Bios

Anuradha Prakash (B.S., University of Mumbai; M.S., Ph.D., Ohio State University) is Professor and Director of the Food Science Program at Chapman University. She has expertise in the areas of food processing and preservation, specifically microwave processing and food irradiation. Her current research focus is on the use of various technologies to enhance the safety and shelf-life of fresh-cut fruits and vegetables and ready-to-eat meals. Anuradha has a keen interest in issues of food availability and security in developing countries and the incidence of hunger and malnutrition.

Janene Bankson is a Supervising Environmental Health Specialist at Orange County Environmental Health. She is a Registered Environmental Health Specialist with the State of California and holds a Bachelor of Science degree in Public Health Education from Utah State University. Her duties include overseeing the Mobile Food and Wholesale Food programs. Janene oversees Environmental Health Specialist who conduct food safety inspections of 600 wholesale food facilities in the County. She also reviewed technology options to improve efficiencies and developed protocols for shared kitchens.

Laura Missioreck, owner of The Graphic Element in Manhattan Beach, CA, has over 20 years of experience in the graphic design industry and over 15 years specializing in food packaging design. From new product start ups to major national roll-outs, the goal of her design is the same; provide simple, effective solutions that not only adhere to ever-changing federal regulations, but quickly communicate to the consumer and stand out from the competition. Whether building brands from scratch or transforming existing ones, her goal is to create success for her client's products. To view some of her work, visit: <http://thegraphicelement.com/food-package-design/portfolio.html>

Barry M. Weinstein. President, Barry M.Weinstein & Associates. Barry has worked for numerous years in process development, project management and SQC solutions for the food and personal care products industry.

Debra K.W. Topham's consulting business, *knowledge bank*, specializes in reviewing food labels for compliance to FDA and USDA regulations. This includes recommending to domestic and international clients any appropriate nutrient, health and product claims based on supported science.

Kathleen Nelson Feicht, Ph.D. heads up Asta Food Research, a company providing product development and quality control consulting to the food industry for over twenty-five years. Kathleen and the staff at Asta Food Research have provided service to hundreds of clients, ranging from Fortune 500 companies, to small start-ups. She has worked with companies in the United States and internationally to identify, develop, and position a broad variety of products for both retail and foodservice.

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Paul Heising. Paul has built successful regional and national food brands. He provides consulting for food and consumer packaged brands, with a focus on strategic planning, product positioning, new product development and launch/expansion strategies

He also is a Financial Advisor, assisting small business owners and individuals with financial planning and investment management so they can pursue their retirement goals.

Christopher Buckstein is a serial entrepreneur with broad expertise in angel investing, venture capital, investment banking and private equity transactions within the tech, green energy, construction, restaurant, retail, wholesale, recycling, manufacturing and financial industries.

Currently, he is serving as Director of the Entrepreneurship Village (eVillage) and Adjunct Professor of Entrepreneurship at Chapman University, located in Orange, CA. In this role he educates, advises and mentors Chapman University students about the entrepreneurial process through hands on programming. In addition to his role as an educator, Christopher is an active Tech Coast Angels investor and President of Dynamic Investments through which he invests in start-up companies in order to help them reach their full potential. He looks for an enthusiastic team and a solid idea that fills a void or satisfies an unrealized need in the consumer market. One of his most recent start-ups is Dynamic Construction Services, Inc., headquartered in Seal Beach, CA.

Richard Aust. Rich works with Liquid Press Company and specializes in food business strategy development, commercializing new technology, developing and improving new products and process development.

Dr. Richard Sudek has been involved with high-technology companies for over 25 years. In 1982, he founded Nadek Computer Systems. Nadek provided data networking (LAN, WAN, Internet) design, implementation, and support to companies in Southern California. Clients ranged from small and medium sized businesses to companies such as Microsoft Consulting, Universal Studios, ARCO, Boeing, SCE, and Deloitte & Touche. After reviewing more than a dozen possible deals over an 18-month period, Dr. Sudek sold the company in 1999 to SAIC. (SAIC is headquartered in San Diego with over 40,000 employees worldwide and over \$6 billion in revenue.) He served on advisory committees for such companies as Microsoft, IBM, Novell, Cisco, and TechData. He currently sits on and has participated on boards of engineering and high technology companies and non-profits. His consulting activity focuses on CEO coaching, executive management development, and strategic planning for startup companies.

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Christopher Lorenzana is the Lead Economic Development Specialist for the U.S. Small Business Administration's (SBA) Santa Ana District Office, with service responsibility for Orange, Riverside and San Bernardino counties. In this role, Lorenzana leads a team of individuals to optimize the deployment of SBA programs and services.

Prior to this role, Lorenzana served as Regional Communications Director for the SBA's Region IX Office, with service responsibility for California, Arizona, Nevada, Hawaii and Guam. As Regional Communications Director, Lorenzana planned, directed, coordinated, and executed the SBA's marketing, communications, and public affairs initiatives for internal and external stakeholders throughout the ten district offices in the region.

Niklas Myhr, Ph.D., Assistant Professor of Marketing at Chapman University, teaches and conducts research on *Social Media Marketing* and *Global Marketing*. Dr. Myhr holds a Ph.D. from the University of Virginia and has also taught at American University and at Tulane University. He has worked with Executive Education programs held for large Scandinavian multinationals in Europe, the United States, and China.

Dr. Myhr also holds an M.S. degree in from Linköping University in Sweden and is an awardee of the Royal Swedish Academy of Engineering Sciences. He has received a Bloomberg Business Week Award for Teaching Innovation, and served as an Executive Director on the Board of the Swedish-American Chamber of Commerce in Washington DC. Most recently, in a ranking of America's Top Social Media Savvy Professors, Dr. Myhr was named #6. <http://NiklasMyhr.com>