

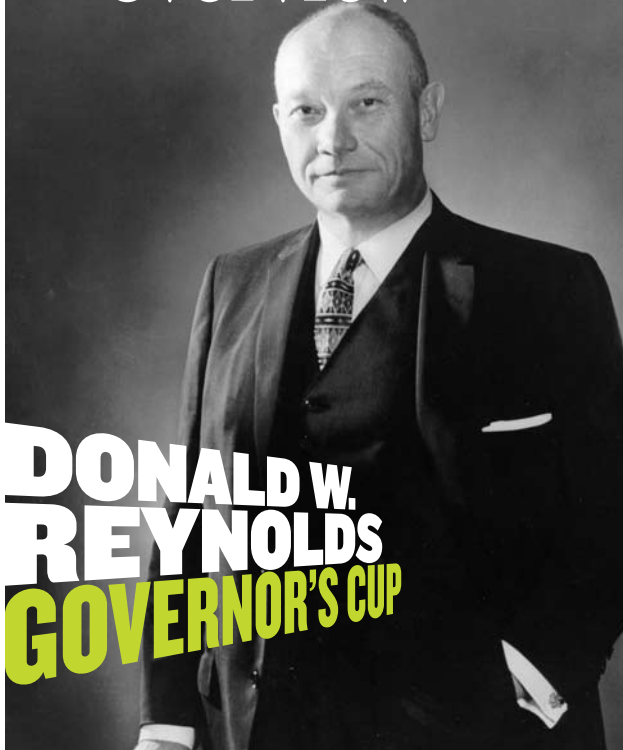


www.dwrgovernorscup.org

THE **TENTH** ANNUAL
**DONALD W.
REYNOLDS
GOVERNOR'S CUP**
awards

APRIL 19th, 2010

COMPETITION overview



DONALD W. REYNOLDS GOVERNOR'S CUP AWARDS LUNCHEON

MONDAY, APRIL 19TH, 2010 • 11:30 A.M.
STATEHOUSE CONVENTION CENTER

Make Checks Payable to:
Arkansas Economic Acceleration Foundation

Please Mail Payment to:
Arkansas Economic Acceleration Foundation
Donald W. Reynolds Governor's Cup
200 South Commerce - Suite 400 • Little Rock, AR 72201
(501) 374-9247 • (800) 216-7237 • Fax: (501) 374-9425

Kerri Daniels • kdaniels@arcapital.com

With a vision for promoting entrepreneurship, Arkansas Capital Corporation conceived the idea for a statewide business plan competition. These leaders had a vision for a first-class competition; one that would send a message to students that the resources to succeed in business can be found right here in Arkansas.

In 2004, the Donald W. Reynolds Foundation made a major grant to the competition, while providing the funds to establish statewide business plan competitions in Oklahoma and Nevada. With the foundation's gift, the competition was named after the late media entrepreneur for whom the foundation is also named. Headquartered in Las Vegas, Nevada, the Donald W. Reynolds Foundation is one of the largest private foundations in the United States.

The Arkansas Economic Acceleration Foundation, an affiliate company of the Arkansas Capital Corporation Group, manages the competition and is dedicated to the continued refinement and expansion of the competition.

YES, I WOULD LIKE TO RESERVE
TICKETS AT \$150 EACH.

YES, I WOULD LIKE TO RESERVE
TABLES AT \$1500 EACH.

I CANNOT ATTEND THE LUNCHEON BUT
WOULD LIKE TO MAKE A DONATION TO
SUPPORT THE DONALD W. REYNOLDS
GOVERNOR'S CUP.

NAME

COMPANY NAME

ADDRESS

PHONE

E-MAIL

ARKANSAS CAPITAL CORPORATION GROUP · Overview

ARKANSAS CAPITAL CORPORATION

Established in 1957 as a private non-profit business development corporation, ACC specializes in secured long-term financing to Arkansas's small and medium sized businesses. As one of Arkansas's largest government guaranteed lenders, ACC bridges the gap between the level of funding a business needs and what it is able to obtain through traditional banking sources. With the charter to "engage in any activity which benefits the people of Arkansas," ACC is the group's flagship company, and serves as the platform for launching new opportunities.

ARKANSAS CAPITAL RELENDING CORPORATION

Established in 1998, ACRC is a private, non-profit provider of loans to small businesses under the United States Department of Agriculture's Intermediary Relending Program. ACRC is an economic development finance tool designed for exclusive use in the rural areas of Arkansas.

SIX BRIDGES CAPITAL CORPORATION

Established in 1989, 6BCC is a private, non-profit, statewide provider of SBA 504 loans. As an economic development tool, the SBA 504 Loan Program provides long-term, reasonably priced, fixed-rate financing to healthy and expanding businesses, which have the highest probability of successfully creating new jobs and competing in the world marketplace. The program's low down payment requirements contribute to more operating cash for small businesses.

ARKANSAS ECONOMIC ACCELERATION FOUNDATION

The Arkansas Economic Acceleration Foundation (AEAF) was established in 1999 to serve as an education-based nonprofit organization focused on youth and adult entrepreneurship. AEAF's mission is to educate budding and seasoned entrepreneurs while fostering economic development. The Arkansas Economic Acceleration Foundation actively engages, either directly or indirectly, in any and all activities that will educate, promote and foster the development of innovation, entrepreneurship, and economic growth within the state of Arkansas.

CONNECT ARKANSAS

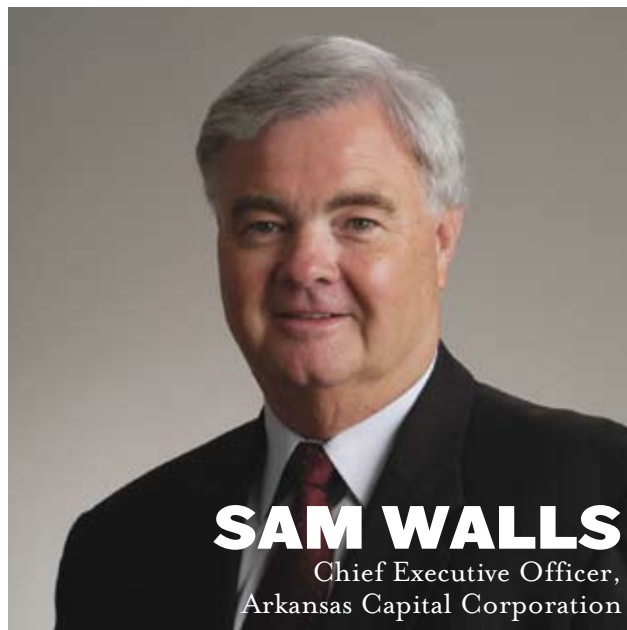
Established in 2007, Connect Arkansas is a private, non-profit corporation that partners with key stakeholders throughout Arkansas in developing and implementing a comprehensive plan for statewide broadband deployment. This partnership will use a community-by-community approach to facilitate demand, while collaborating closely with industry to ensure that all Arkansans understand the value of broadband in a global economy.

DIAMOND STATE VENTURES

Established in 1999 as a for-profit venture capital fund, DSV is a federally-licensed Small Business Investment Company which has invested \$45,000,000. DSV invested patient capital across a broad spectrum of early stage, expansion and management buyout opportunities. DSV backed owners and managers of exceptional businesses who possess a record of achievement, integrity and determination.

HEARTLAND RENAISSANCE FUND

Established in 2002, Heartland Renaissance Fund is dedicated to stimulating economic activity in disadvantaged areas in Arkansas. Heartland currently has a \$140 million allocation of New Market Tax Credits and is working with the private and public sector leaders to use these credits to deploy capital in projects throughout Arkansas.



TO OUR PROSPECTIVE Sponsors,

For 53 years, Arkansas Capital Corporation has been involved in numerous projects for the benefit of Arkansas. Nothing we do, however, brings us more pleasure than the collegiate business plan competition. Now in its tenth year, the Donald W. Reynolds Governor's Cup has far exceeded even my most optimistic vision. Thanks to the Donald W. Reynolds Foundation and sponsors like you, this event has become one of the premier business plan competitions in the country. To date:

- 1300 students have competed in the Donald W. Reynolds Governor's Cup
- This year we will surpass the \$1,000,000 mark in prize money that has been invested in Arkansas students
- Numerous business success stories have resulted either directly or indirectly from the competition

Teams from this event have gone on to compete successfully in national business plan competitions, demonstrating what we in Arkansas already knew – our college students are on par with any in the country.

I hope that you will consider supporting the 2010 Donald W. Reynolds Governor's Cup Collegiate Business Plan Competition.

Sincerely,



C. Sam Walls



PITCH perfect

Now The Pitch Is As Important As The Plan.

Here's the scene. You're an entrepreneur with an idea that could change the business world. Or, at least, your world. But you need the capital to get it off the ground. As luck would have it, you find yourself on an elevator when in walks Donald W. Reynolds. Here's your chance. Ninety seconds with someone who could make your ideas a reality.

So, what do you say?

This year, you will have the opportunity to hear the answer to that question from the finalists themselves as they present their own "Elevator Pitch" aimed at potential investors.

It's 90 seconds that could make, or break, a great business plan.

2010 DONALD W. REYNOLDS GOVERNOR'S CUP SPONSORSHIP LEVELS

SUMMIT LEVEL - \$20,000

- Naming rights for one of the student prize awards
- Trip for two to Las Vegas as part of the Arkansas VIP delegation for the Tri-State competition (includes air, hotel, and dinner)
- Two tables of ten at the luncheon
- Includes all other benefits listed at the Chairman Level

CHAIRMAN LEVEL - \$10,000

- Acknowledgement (with logo) in the luncheon program as a Chairman Sponsor
- An invitation to dinner with the student teams
- Acknowledgement in the pre and post event advertisements in the Arkansas Democrat Gazette and Arkansas Business
- Acknowledgement (with logo) on the AEA website
- Acknowledgement (with logo) on a banner at the event
- Acknowledgement (with logo) at the luncheon program on the video screens at the event
- A table of ten at the luncheon
- Recognition gift on the table at the event
- Priority seating

PRESIDENTIAL LEVEL - \$5,000

- Acknowledgement in the luncheon program as a Presidential Sponsor
- Acknowledgement in the pre and post event advertisements in the Arkansas Democrat Gazette and Arkansas Business
- Acknowledgement on the AEA website
- Acknowledgement at the luncheon program on the video screens at the event
- A table of ten at the luncheon
- Priority seating

VICE CHAIRMAN LEVEL - \$2,500

- Acknowledgement in the luncheon program as a Vice-Presidential Sponsor
- Acknowledgement in the pre and post event advertisements in the Arkansas Democrat Gazette and Arkansas Business
- Acknowledgement on the AEA website
- A table of ten at the luncheon

TABLE SPONSOR - \$1,500

- A table of ten at the luncheon

THANK YOU 2009 SPONSORS

CHAIRMAN LEVEL



Carlton & Associates



Harriet and Warren Stephens, Stephens Inc.
Olds Foundation



PRESIDENTIAL LEVEL



at&t



COULSON
Oil Company, Inc.



CULLUM SEEDS, LLC
Expert Advice. Quality Seed



FARM CREDIT MIDSOUTH, ACA
At the heart of a growing America™



Farm Credit Services
of Western Arkansas



Nearby & Neighborly™



VICE CHAIRMAN LEVEL



Delta Plastics



Federal Express



LITTLE ROCK REGIONAL
CHAMBER OF COMMERCE

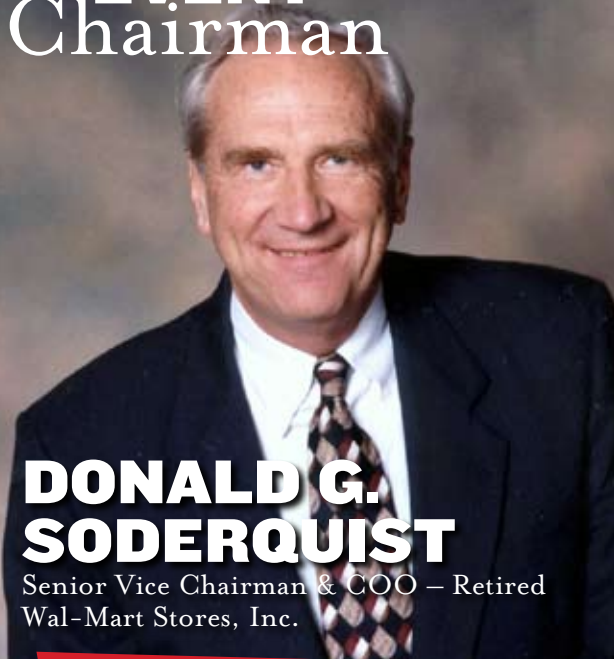


UNIVERSITY OF ARKANSAS
DIVISION OF AGRICULTURE



windstream.

EVENT Chairman



DONALD G. SODERQUIST

Senior Vice Chairman & COO – Retired
Wal-Mart Stores, Inc.

In 1980, Don Soderquist joined Wal-Mart Stores, Inc. as Executive Vice President and served in several other executive positions until his appointment in early 1988 to Vice Chairman and Chief Operating Officer. In January 1999 he was promoted to Senior Vice Chairman of the corporation. Prior to his joining Wal-Mart, Don served sixteen years with Ben Franklin, including six years as President and Chief Executive Officer.

Don Soderquist was a driving force behind Wal-Mart's rise to greatness as Wal-Mart rose to become the largest company in the world. Don became known as the "Keeper of the Culture" after Sam Walton passed away. Don firmly believes that business ethics are not a luxury, but an essential element in creating high-performance organizations; he also knows that the responsibility for creating an ethical organization belongs to its senior leaders.

In 1998, John Brown University created the Soderquist Center for Business Leadership and Ethics in his honor. The Center provides ethical leadership training for undergraduates, two masters programs (including an MBA) and business leadership seminars for men and women in the corporate world.

In the spring of 2005, Thomas Nelson's Publishers published a book written by Don entitled "The Wal-Mart Way". Don's purpose in writing the book was to share the principles he felt led to the amazing growth of Wal-Mart, Inc. From his unique perspective, he was in a position to observe and participate in the key decisions that contributed to Wal-Mart's success. To support those principles he has used a number of personal stories that help illustrate Wal-Mart's way of doing business. In the spring of 2006, Don completed his second book "Live, Learn, Lead—To Make a Difference" in which he shares more of his philosophy of life.

PAST Event Chairmen & Featured Speakers



2009
EVENT CHAIRMAN
Karl D. Kennedy
President & CEO,
Riceland Foods, Inc.



FEATURED SPEAKER
Richard A. Greubel, Jr.
Group Vice President &
International President of
Tyson Foods, Inc.

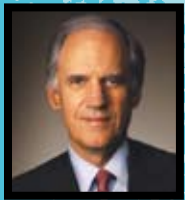


2008
EVENT CHAIRMAN
Walter E. Hussman, Jr.
President & CEO,
WEHCO Media, Inc.

FEATURED SPEAKER
Peter T. Grauer
Chairman & President,
Bloomberg L.P.



2007
EVENT CHAIRMAN
Bill Clark
Chairman & CEO,
CDI Contractors



FEATURED SPEAKER
Bill Harrison
Chairman of the Board,
JP Morgan Chase



2006
EVENT CHAIRMAN
Thomas F. McLarty III
President, Kissinger McLarty
Associates

FEATURED SPEAKER
Michael L. Eskew
Chairman & CEO, UPS



2010 Donald W. Reynolds Tri-State Awards

On May 19, 2010, the Third Annual Tri-State Award business plan competition will be held in Las Vegas. This invitation only event represents the pinnacle of three statewide business plan competitions. The top two teams (undergraduate and graduate) from Arkansas, Oklahoma and Nevada will compete for cash awards totaling \$90,000.

| | Undergraduate | Graduate | Faculty Advisor |
|-----------|---------------|----------|-----------------|
| 1st Place | \$25,000 | \$25,000 | \$2,500 |
| 2nd Place | \$15,000 | \$15,000 | \$2,500 |

Teams will also have the opportunity to win an additional \$1,000 in an Elevator Pitch competition.

2009 Tri-State AWARD WINNERS graduates



1st PLACE WINNER

**University of Arkansas
Tears for Life**



2nd PLACE WINNER

**Oklahoma City University
Hexakit**

undergraduates



1st PLACE WINNER

**John Brown University
Progressive Solutions**



2nd PLACE WINNER

**University of Oklahoma
Renephron Pharmaceuticals**

2009 AWARD WINNERS

graduates



1st PLACE & INNOVATION WINNER

Tears for Life, UNIVERSITY OF ARKANSAS
Faculty Advisor: **Dr. Carol Reeves**
Students: **Chris Elizer, Jared Greer, Jordan Greer & Bessie Williams**

2nd PLACE WINNER

Thanks Bud, UNIVERSITY OF ARKANSAS AT LITTLE ROCK
Faculty Advisor: **Dr. Joe Bell**
Students: **Anthony Johnson, R.J. Martino & Roxane Martino**

3rd PLACE WINNER

Orlumet, UNIVERSITY OF ARKANSAS AT LITTLE ROCK
Faculty Advisor: **Mildred Holley**
Students: **Drew Jensen, Garima Lal, Glediana Rexha & Kevin White**

AGRICULTURAL WINNER

Ground Up Biosolutions, UNIVERSITY OF ARKANSAS
Faculty Advisor: **Dr. Carol Reeves**
Students: **Keith Solsvig, Cesar Coto, Brandon Barr & Joshua McCullough**

undergraduates



1st PLACE WINNER

Creatively Mine, JOHN BROWN UNIVERSITY
Faculty Advisors: **Mandy Moore & Mike Kennelley**
Students: **Emily Hornok, Carine Netto, Matt Nye & James Smith**

2nd PLACE WINNER

Progressive Solutions, JOHN BROWN UNIVERSITY
Faculty Advisors: **Mandy Moore & Mike Kennelley**
Students: **Drew Cleaver, Angela Langer, Kirena Duffel & Clayton Anderson**

3rd PLACE & INNOVATION WINNER

Elevate Medical, UNIVERSITY OF ARKANSAS AT FAYETTEVILLE
Faculty Advisor: **Dr. Carol Reeves**
Students: **Joseph Willmann, Jacob McConnell & Christopher Nelson**

AGRICULTURAL WINNER

Earth N' Vessels, ARKANSAS TECH UNIVERSITY
Faculty Advisor: **Dr. Stephen Jones**
Students: **Kyle Castro, Kyle Davis & Nathanael Hancock**

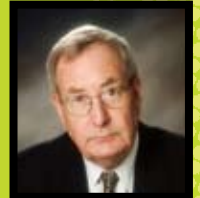
PAST Event Chairmen & Featured Speakers

2005

EVENT CHAIRMAN
Scott T. Ford
President & CEO, Alltel



FEATURED SPEAKER
Fred W. Smith
Chairman of the Board,
Donald W. Reynolds
Foundation



2004

FEATURED SPEAKER
John H. Tyson
Chairman & CEO,
Tyson Foods, Inc.

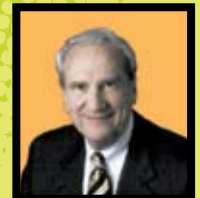


2003

FEATURED SPEAKER
Howard Putnam
Former CEO, Southwest Airlines
& Braniff Airlines

2002

FEATURED SPEAKER
Donald G. Soderquist
Retired Senior Vice-Chairman
of Wal-Mart Stores, Inc.



2001

FEATURED SPEAKER
Warren A. Stephens
President and CEO,
Stephens Inc.



HONORED GUEST
Wally Amos
Creator of Famous Amos Cookies



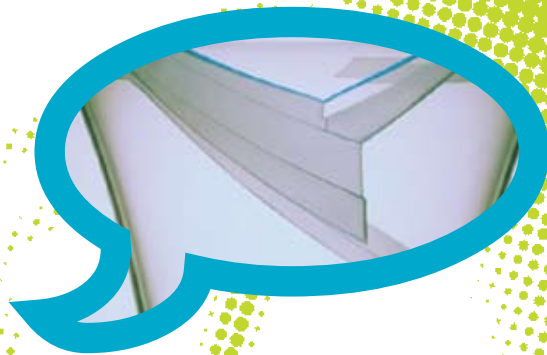
THE TENTH ANNUAL DONALD W. REYNOLDS GOVERNOR'S CUP

A History Of Success

In more ways than one, the story of the Donald W. Reynolds Governor's Cup is a success story.

It began in 2001 when Arkansas Capital Corporation envisioned a statewide business plan competition aimed at promoting entrepreneurship among Arkansas's college students. What evolved from that vision has become a diverse, first-class competition drawing in more than 1,300 students from 22 Arkansas colleges and universities.

In 2004, the Donald W. Reynolds Foundation invested over \$3,000,000 in the competition with the purpose of making it the premier business plan competition in America. This grant provided funding for similar statewide competitions in Oklahoma and Nevada. Because of this generous gift, the competition's name was changed from the Governor's Award for Entrepreneurial Development to the Donald W. Reynolds Governor's Cup in honor of the late media entrepreneur.



Organizers stepped up the competition in 2008 when they created the First Annual Tri-State Business Plan Competition. This competition allowed the best of the best from Arkansas, Nevada and Oklahoma to compete head-to-head in Las Vegas for cash awards totaling \$90,000. Arkansas teams also stepped up to the challenge in both 2008 and 2009, bringing home cash prizes in both graduate and undergraduate competitions.

The Donald W. Reynolds Governor's Cup is celebrating its 10th anniversary. We are celebrating ten years of enabling our students to learn and benefit from the abundant resources our state has to offer.

We are celebrating ten years of cultivating the brightest minds at our colleges and universities, and watching them grow into Arkansas's leaders of tomorrow.

We are celebrating ten years of success.