



## 2014 Nebraska City MarkeTECH



**David Buchholz**  
**David & Associates**  
Hastings, NE



Dave Buchholz is president and creative director of David & Associates, a marketing communications firm headquartered in Hastings, Nebraska, which he founded in 1984. The company serves regional, national and international clients in agribusiness, healthcare, telecommunications, manufacturing, tourism and economic development, and professional services. The firm has won several regional and national awards for its strategic and creative work. Dave is a frequent presenter to rural development groups, entrepreneur workshops and economic development/Chamber of Commerce seminars speaking about marketing, advertising and brand strategy. Raised on a farm near Ayr, Nebraska, he is a graduate of the University of Nebraska-Lincoln. He and his wife, Debra, live in Hastings and have one adult son.



**Erin Malzer**  
**JB's Fat Boy**  
Lincoln, NE

Erin Malzer's thirteen years of experience in the marketing field includes work for non-profits, higher education, corporate America, and entrepreneurs. She was trained in business and communication at Nebraska Wesleyan University and received a Webmaster Certification from Southeast Community College. She has worked for such organizations as GROW Nebraska, Nebraska Wesleyan University, and MDS, Inc./Harris Labs, as well as for local Nebraska entrepreneurs.

Erin's current position is with JB's Fat Boy as co-owner and Chief Marketing Officer. She is responsible for design and maintenance of the JB's Fat Boy web site, social media, print design, public relations and more. She was raised in Columbus, Nebraska and now resides in Lincoln with her husband Kirk and sons Kian (Key-an) and Kade.

**Cheryl McCann**  
**Heritage Falls Candles & Gifts**  
Falls City, Nebraska



Christina and Nicholas Eickhoff purchased Heritage Falls Candles from the Vrtiska family in 2010 (established 2000). Cheryl McCann, Christina's mother, assists with producing, testing, and sales of the premium candles and qubes. Sales, fundraisers, on-line orders and wholesale distribution have increased immensely since 2010 ownership. Heritage Falls Candles services wholesalers in fourteen states, one of its largest being Earl May Stores (exclusively). New accounts include Union Orchards, Best of Big Red (licensed Nebraska University Labels), and Wildwood. On-line orders go all over the world including Iraq. Over 300 fundraisers partnered with the business last year with their organizations earning a 50% profit. Heritage Falls Candles are made from the highest quality natural soy wax produced from American grown soybeans. Candles and qubes are non-toxic and burn with little or no soot. Wicks are lead free and soy is 100% biodegradable. Heritage Falls Candles is supporting America's farmers while giving the consumer a longer lasting candle than candles made with paraffin (30% -50% longer).

As a lifelong resident, Cheryl considers it a privilege to promote Falls City and Heritage Falls Candles & Gifts (home owned and operated by her children).



**Michael Mitilier**

***Rule of Thumb***

Omaha, NE

Michael Mitilier is the founder of the Rule of Thumb for Business book series and Author of “Rule of Thumb: A Guide to Small Business Basics.” He has over 25 years of experience in delivering, planning, and implementing training programs. Michael spent 13 years building a training and development company before being diagnosed with lymphoma in 2004. He is a survivor at all levels! After that, his love for life and others took Michael in a different direction and he decided to use his innate talents and lifelong results-oriented attitude to help nonprofits achieve their missions and goals. Michael joined the Nonprofit Association of the Midlands (NAM) as their Director of Member Services. Always looking up and beyond, he founded and led the Small Business Association of the Midlands.

Michael is a certified Gallup Entrepreneur Acceleration System Guide and currently speaks and promotes The Rule of Thumb Small Business Book Series.

**John Rood**

***Nebraska Digital***

Lincoln, NE



An experienced entrepreneur and former journalist, John Rood has been helping companies to develop web sites since 1994.

He founded Nebraska Digital in 2002 to help small businesses with web development, mobile sites, marketing and social media. The company sees its niche as assisting small businesses without large IT or marketing departments to reach their goals. Initially formed with a statewide focus, Nebraska Digital now hosts hundreds of sites with clients in 28 states and the United Kingdom. It has produced sites in English, Russian, French and German.

The company is also one the Midwest’s leading WordPress developers. WordPress is open source software that allows companies to manage and update their web presences and mobile sites.

“The work we can do for a small business customer with WordPress is pretty exciting,” Rood said. “It provides a wonderful toolset that allows us to build cost-effective sites for our customers to keep pace or surpass competitors with much bigger budgets. WordPress levels the playing field and performs extremely well in Google and other search engines.”

Prior to forming Nebraska Digital, Rood spent 13 years with the Lincoln Journal Star and its parent company, Lee Enterprises. A former reporter and editor, Rood was the first online manager at the Journal Star and later helped manage Lee’s internet division. He was a founding member of the Newspaper Association of America’s New Media Federation and is a former member of the Lincoln Partnership for Economic Development’s Technology Committee.

Nebraska Digital is a service of PIQmedia, LLC. The company offices in the Turbine Flats Project near the University of Nebraska-Lincoln’s main campus in downtown Lincoln, NE. The company gives back a portion of its time and expertise to several nonprofit community groups, including: Family Service of Lincoln, the Family Violence Council of Lincoln and Lancaster County, Santa Cop, First Ponca Financial, El Centro De Las America Hispanic Center, the Seniors Foundation of Lincoln and Lancaster County, the Lux Center for the Arts, Kennedy’s Kisses and the National Association of County Veterans Service Officers.