

# Nancy B. Zurbuchen

*Entrepreneur, Communicator, Advocate, Collaborator*

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## OVERVIEW

- Proven strategic thinker and entrepreneurial leader with over 20 years of experience in founding a print advertising agency and an interactive marketing communication company
- Co-founder and Executive Director of the Kansas City Council of Women Business Owners, a successful and inventive non-profit organization
- Passionate public policy advocate for small business at the city, state, and national levels
- Award-winning marketing skills, with expertise in business-to-business and non-profit communications
- Team leader, with ability to distill desired outcomes into functional requirements and actionable development steps
- Masters (M.A.) degree in Communications, University of Kansas  
Thesis topic: *Diffusion of innovation and cultural transformation in woman-owned businesses*
- Bachelors (B.A.) degree in Art Education, University of Kansas

## PROFESSIONAL SUMMARY

Nancy Zurbuchen has achieved a notable record for innovation and outstanding business performance during her many years as an entrepreneur. She has frequently been an early adopter of technology in her businesses. Following four years at Hallmark Cards, Inc. in Kansas City, MO where she was a print production artist and art director, Nancy left the corporate world to follow her entrepreneurial instinct. *Communication by Design*, her first company, was a print-oriented advertising agency providing logo and graphic design services, ad placement, and print buying.

Recognizing a market niche opportunity unfolding in technology, Nancy founded her second company, *Motional Images*, which was a pioneer in the creation of interactive training, CD-ROM development, and video graphics. This company was the first in the region to provide computer-generated 3-D animation for TV commercials and special effects, winning both Gold and Silver National Telly Awards. Nancy sold the company to her largest client, and then formed her current marketing communications company, *Motional Multimedia*, which specializes in serving the business-to-business market segment.

Typical projects include strategic planning and implementation for marketing communications, website user interface design and development; database application planning and development; search phrase optimization of websites; and campaign development (including grassroots advocacy, B2B promotions, and public information campaigns.)

Nancy is a published author with work appearing in two magazines, the *Kansas City Business Magazine* and *Midwest CEO*, writing articles for the Business Philosophy column and the Political Commentary column, from 2006-2014. Article titles include: *The Case for Women Business Owners; Where Innovation and Government Policy Collide; The Midwest Manifesto: Dispersed Federal Procurement Key for Small Businesses; and Can Entrepreneurism Be Taught?; and Tech Economy Still Bypassing Women* in the Kansas City Star.

## **AWARDS, RECOGNITIONS, APPOINTMENTS and BOARD SERVICE . . .**

that are within the entrepreneurial, small business, and women business owner ecosystem

- *Gold Lifetime Achievement Award* from the national *Stevie Awards for Women in Business*, 2013  
In recognition of two decades of organizational leadership, non-profit board service, and diligent public policy advocacy for women business owners
- Gubernatorial appointment, 2007-2010; Senatorial appointment, 2012-2016 to *Missouri Small Business Regulatory Fairness Board*, current Chair (elected)  
This board is charged with the task of ensuring that Missouri state agency rules and regulations do not create an unfair burden on small, women, or minority businesses.
- National Advisory Board member and WBE Certification assessor for the *National Women Business Owner Corporation*, 2002-2016
- Co-founder and Executive Director of the *Kansas City Council of Women Business Owners*, 2000-2013  
KC-CWBO was named as a National Finalist in the *Women's Business Association of the Year* category from The Stevie Awards for Women Entrepreneurs, 2004  
Winner of four *Silver Prizm Awards* for "outstanding programs and materials" from the Public Relations Society (KC), 2002-2005
- Mayoral appointments: *Fairness in City Contracts Board (Chair)* and *Fairness in Construction Board*, 2002-2013  
Represented the interests of small business and women business owners on both boards, which were created to facilitate the Kansas City, MO's utilization of small, women and minority-owned firms in awarding contracts for goods and services
- Recognized as one of *50 Influential Women*, by *Midwest CEO Magazine*, 2009  
For "philanthropic involvement, business mentoring, and demonstrated influence beyond local business community"
- Honored as one of 12 *KU Women of Distinction* by the *University of Kansas*, 2008

- Bestowed upon women who, through their accomplishments, “challenge stereotypes, and are role models for women beginning their careers and rising up the ranks to make a difference in the world.”
- Recognized as one of *The 51 Power Mavens* by *Kansas City Magazine*, 2007  
For “influential women who have shaped and inspired Kansas City and influenced the local business community”
  - Recipient of the *National WIPP Award* from *Women Impacting Public Policy*, 2006  
For “national impact on the state of women in business”
  - Recipient of the *Women in Business Advocate of the Year Award*, from the *Small Business Administration* (SBA) Region VII, 2003  
For “promoting, supporting, and creating opportunities for women business owners” in a multi-state region
  - Chair of the *Policy and Infrastructure Task Force* at the *Kauffman Foundation*, 2002-2004  
Created to identify policy issues affecting women business owners; conduct policy education for women business owners
  - Creation of the *Entrepreneurial Brain Trust* at the *Kauffman Foundation*, 2002-2005  
Part of the core planning team that was Kauffman’s first initiative to “develop a shared understanding of the priorities that will serve to accelerate women’s entrepreneurship in the Kansas City area”
  - Recipient of the *National Bridge Builder Award* from the *National Association of Women Business Owners*, 2001  
Given to the person who “clearly builds alliances and forms coalitions; and is involved in community outreach and is adept at pulling groups together”
  - Honored with the *Women Who Mean Business* designation by the *Kansas City Business Journal*, 2001  
Presented to notable area women in business “who have made significant contributions to their business or industry, and strive to better the business climate for other women.”
  - Founding Board member of the *Kansas Women’s Business Center*, 2000-2005  
Committee chair to develop plan for outreach to women business owners in rural Kansas
  - National Board of Directors, Midwest Regional Director, and local board President, *National Association of Women Business Owners*, 1991-2001
  - National Judge, Business Plan Competition for Girls and Young Women, *An Income of Her Own*, 1998-1999
  - Designated as *Lifetime Sustainer’s Circle Member*, recognition from *Boardroom Bound* for critical early support to create women’s programs to increase corporate board representation, founded in 1999
  - *Emcee* at non-profit fundraising events – both large and small – including introducing the President of the United States, 2001
  - *Panelist and presenter*, at numerous other events including Annual Minority Business Forum by Anthem Publishing, 2010-2012; Greater Missouri Leadership Challenge, 2007; U.S. Senate

Women's Small Business Summit, 2001; MO Women's Entrepreneurship Legislative Conference, 2001

- Because of Nancy's extensive advocacy and personal business experiences, she has become recognized as a knowledgeable authority on issues affecting small businesses and women business owners. She has been featured in print articles, interviewed on radio talk shows, been an event panelist/speaker, or appeared on camera for: *The Kansas City Star*; *Kansas City Business Journal*; *Northland Business Ledger*; *Kansas City Small Business Monthly*; *Kansas City Business Magazine*, *Flourish! Magazine*, *Radio Stations Mix 93* and *KPHN*; and television station *KMBC TV, Channel 9*, and was even once quoted by *Bill O'Reilly, Fox News Channel*.