



LEADERSHIP SUMMIT

NEXT-LEVEL LEADERSHIP

FEATURED SPEAKERS



**WKU INNOVATION CAMPUS
BOWLING GREEN, KY**



**THURS, SEPT. 26 @ 11:30 AM
- FRI, SEPT. 27 @ 1:30 PM**

SPEAKER LINEUP



**TORI
MCCLURE**

FIRST WOMAN &
AMERICAN TO ROW
ACROSS THE
ATLANTIC



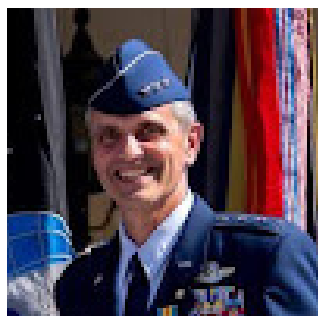
**BRIAN
MOYER**

FOUNDER AND CEO
OF THE INNOVATION
STUDIO, A.I. EXPERT



**JOHN
LOWRY**

AUTHOR OF
*NEGOTIATION MADE
SIMPLE*, WALL STREET
JOURNAL BESTSELLER



**STEVEN L.
BASHAM**

LIEUTENANT GENERAL
RETIRED, DEPUTY
COMMANDER OF THE
U.S. EUROPEAN
COMMAND



TORI MCCLURE

**FIRST WOMAN & AMERICAN TO ROW ACROSS THE ATLANTIC
PRESIDENT OF SPALDING UNIVERSITY**

Tori Murden McClure is an explorer, author and, since 2010, the President of Spalding University in downtown Louisville, Kentucky. During her career, she has worked as a chaplain at a Boston hospital, as the director of a Louisville women's shelter, as a policy assistant in the Louisville Mayor's Office, and as the first full-time employee of the Muhammad Ali Center in Louisville.

Tori is perhaps best-known as the first woman and first American to row a boat solo across the Atlantic Ocean, having accomplished the feat in 1999 after 81 days at sea. A decade earlier, she became the first woman and first American to ski to the geographic South Pole during a 50-day, 750-mile expedition.

She is a former Board Chair of the National Outdoor Leadership School, and she is a former Vice Chair and Interim Chair of the NCAA Board of Governors – the top governing body in collegiate athletics. Under her leadership, Spalding was certified as the World's First Compassionate University.

Tori holds a bachelor's degree from Smith College, a Master of Divinity from Harvard University, a law degree from the University of Louisville and a Master of Fine Arts in writing degree from Spalding. She is author of the memoir, *A Pearl in the Storm: How I Found My Heart in the Middle of the Ocean*, which details her life and journey across the Atlantic. The book is the basis of a stage musical, called, *Row*, which made its world premiere at the prestigious Williamstown Theatre Festival in Massachusetts in the summer of 2021.



BRIAN MOYER

**FOUNDER & CEO OF THE INNOVATION STUDIO, AI EXPERT
GLOBAL TOP 100 THOUGHT LEADER**

Brian Moyer is a founder, technology leader, board member and advisor. He has been recognized multiple times as a Nashville Power 100 business leader and a global top 100 thought leader. He is Founder and CEO of The Innovation Studio, a venture studio driving tech innovation by launching cutting edge companies that leverage Industrial AI to solve complex corporate problems.

Brian is the former President & CEO of the Greater Nashville Technology Council. He currently serves as Board Chair for S3 Recycling Solutions. He is a member of the Alignment Nashville Board of Directors and Vanderbilt's CTTC Entrepreneurship Advisory Council.

Brian studied Economics and Engineering Management at the Missouri University of Science and Technology before leaving to launch his first startup. He is a Certified Board Chair and a HIMSS Fellow.



JOHN LOWRY

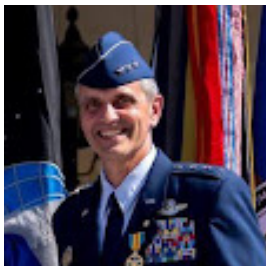
**AUTHOR OF *NEGOTIATION MADE SIMPLE*, WALL STREET JOURNAL BESTSELLER
NEGOTIATION PROFESSOR AT VANDERBILT UNIVERSITY AND PEPPERDINE UNIVERSITY**

John Lowry is a recognized authority on negotiation through his experience as a lawyer, management consultant, entrepreneur, negotiation coach, and university administrator. He is the author of *Negotiation Made Simple*, a new book published by HarperCollins in 2023. His results-focused, systematic approach to negotiation has been successfully implemented by thousands of professionals across the United States. John teaches negotiation at the top ranked Straus Institute for Dispute Resolution at Pepperdine University School of Law and in Vanderbilt University's Master's in Management in Health Care program.

John serves as co-founder and principal of Thrivence, LLC, a management consulting firm affiliated with Barge Design Solutions in Nashville, TN. In addition to leading the firm, John counsels clients on strategy, revenue growth, leadership development, and conflict management. He also serves as president of The Lowry Group, LLC ("TLG"). At TLG, he provides negotiation training and coaching for governmental entities, major insurance companies, health care organizations, and other businesses. He writes and speaks extensively on negotiation and is the host of a podcast entitled *Negotiation Made Simple*.

In 2016, John was selected by Harvard Business School for its Young American Leaders Program. He was also selected for the 2015 class of Leadership Tennessee and is an inductee of the Williamson County (TN) Business Hall of Fame. John earned his bachelor's degree in speech communications from Pepperdine University and master's degree in religion from Abilene Christian University. He received his juris doctorate degree from Southern Methodist University's Dedman School of Law. He has also completed graduate work in dispute resolution at the Straus Institute for Dispute Resolution at Pepperdine University School of Law and in public policy at California State University, Sacramento.

John resides in Nashville, TN with his wife, Melissa, and their three children.



STEVEN L. BASHAM

**LIEUTENANT GENERAL RETIRED
B-1, B-2, B-52 BOMBER PILOT DEPUTY COMMANDER OF THE U.S. EUROPEAN COMMAND**

Lieutenant General (Retired) Steven L. Basham served more than 36 years in the United States Air Force and in various leadership roles across the Department of Defense.

Most recently, Lt. Gen. Basham was Deputy Commander, United States European Command, Stuttgart, Germany where he oversaw a warfighting headquarters conducting a full range of multidomain operations with more than 85,000 permanent and rotational military personnel in coordination with Allies and Partners to support NATO, deter Russia, enable global operations,

and counter trans-national threats. Prior to this, he was Deputy Commander, United States Air Forces Europe-Air Forces Africa.

Lt. Gen. Basham is a decorated bomber pilot with more than 3,400 flying hours in the B-1, B-2, B-52, T-38 and T-37. He holds the honor of being selected as one of the first non-instructor pilots for the B-2 Stealth Bomber program. In addition, he was one of the first four pilots in 1999 to fly the B-2 into combat, flying non-stop from Missouri to Serbia and back, during Operation ALLIED FORCE, earning the Distinguished Flying Cross. He went on to earn three Air Medals for additional flights over Serbia as well as over Iraq. Steve was also awarded the Defense Distinguished Service Medal, third highest medal to be earned for exceptionally meritorious service, along with numerous other awards and decorations.

Lt. Gen. Basham graduated from Western Kentucky University with a degree in Electrical Engineering Technology. He became an officer in 1989 through Officer Training School. He holds four Master of Arts Degrees including Management, Webster University; Strategic Studies, Air Command and Staff College; Strategic Studies, Army War College; and Airpower Art and Science Degree, School of Advanced Air and Space Studies. He is also a graduate of Enterprise Leadership Seminar, Darden School of Business, University of Virginia; Senior Manager Course, Elliott School of International Affairs, George Washington University; Seminar for Executives on Legislative Operations, Georgetown University; Senior Executives in National and International Security, Harvard Kennedy School; Leadership at the Peak, Center for Creative Leadership; and numerous other General Officer programs to include Capstone and Pinnacle courses.

Lt. Gen. Basham completed numerous flying, staff, and command assignments to include Commander, 393rd Bomb Squadron, Whiteman AFB, MO; Chief Combat Plans Division, 607th Air Operations Center, Osan Air Base, South Korea; Vice Wing Commander, 5th Bomb Wing, Minot, ND; Commander, 2nd Bomb Wing, Barksdale AFB, LA. His staff assignments include Joint Staff Assistant Deputy Director, Command, Control and Nuclear Operations, and Deputy Director for Requirements, Pentagon; Director, Pacific Air Forces Strategy, Plans and Programs, Hickam AFB, HI; Chief, Air Force Legislative Liaison, House of Representatives; and Director, Air Force Legislative Liaison, Pentagon.

Most importantly, he has been married to the former Angie Fleenor for 36 years and they are blessed with two beautiful daughters, Sarah and Lauren.



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NEXT-LEVEL LEADERSHIP PANELISTS



**WKU INNOVATION CAMPUS
BOWLING GREEN, KY**



**THURSDAY, SEPTEMBER 26
1:45 PM – 2:45 PM**

PANELIST LINEUP



**DR. TERRY
DANIELS**

**CERTIFIED
FOCALPOINT
BUSINESS AND
EXECUTIVE COACH**



**GREG
COKER**

**CEO OF THE
KENTUCKY CENTER
FOR LEADERSHIP**



**PAM
DECKER**

**EXECUTIVE OFFICER
AND COO AT FRANKLIN
BANK & TRUST**



DR. TERRY DANIELS

**CERTIFIED FOCALPOINT BUSINESS AND EXECUTIVE COACH
FOUNDER AND OWNER OF COMPETITIVE EDGE BUSINESS SOLUTIONS, INC.**

Dr. Terry Daniels has a passion to inspire executives and entrepreneurs to become their most authentic selves. He has a proven track record of leading successful human resource teams, coaching leaders, and building sustainable workplace cultures that produce exceptional business results. Dr. Daniels began his career in manufacturing and starting on the production floor. In his career, he worked his way through various leadership roles, during which he completed his undergraduate education.

Dr. Daniels is a graduate of Western Kentucky University with a Bachelor of Arts degree in Psychology and a minor in Business Administration. He obtained his master's degree in organizational psychology and development from Walden University in 2011 and his Ph.D. in Industrial/Organizational Psychology from Walden University in July 2018.

After spending more than 25 years working in Fortune 500 companies, most recently Illinois Tool Works (ITW), Dr. Daniels knows what truly drives strategic organizational growth and exceptional employee engagement. Dr. Daniels supported manufacturing locations across the country. He also supported and traveled extensively to facilities in China, Japan, Germany, France, and Spain.

Dr. Daniels is the founder and owner of Competitive Edge Business Solutions, Inc. He does business as FocalPoint Coaching as a Master-Certified Business and Executive Coach. He coaches leaders from the c-suite to the frontline and across many differing business segments from corporations to law enforcement. He recently served as Executive Director of the Foundry Christian Community Center. He also serves on many boards in the city of Bowling Green. In addition, Dr. Daniels served as Pastor of the Loving Chapel Baptist Church in Franklin, KY for over 25 years. In May 2017, he planted and established a new church, The Transformation Christian Center.

Dr. Daniels is a contributing-author of a best-selling book "Building Cathedrals – The Power of Purpose. He also authored, "The Bullpen – Battle-Tested to be a Game Changer" in 2020.



GREG COKER

**CEO OF THE KENTUCKY CENTER FOR LEADERSHIP
PRESIDENT/CEO OF GREG COKER DEVELOPMENT**

Greg Coker is the president and CEO of the Kentucky Center for Leadership. Considered an expert in human behavior, organizational dynamics and leadership development, his experience includes senior level positions with three fortune 500 companies, a former Commissioner of the Kentucky

Public Service Commission (regulating over 1000 utilities and a staff of 125) and the founder of a national leadership development consulting business.

In addition to consulting with hundreds of organizations, delivering thousands of keynote speeches, workshops and providing one-on-one coaching to leaders across the country, Greg Coker has been featured in magazines/trade journals, appeared in newspapers across the country and been a guest on numerous TV programs. Additionally, he's produced and hosted leadership videos for business and industry, educational institutions and correctional facilities (Reentry).

He is the author of *Building Cathedrals: The Power of Purpose*, *Soft Skills Field Manual: The Unwritten Rules for Succeeding in the Workplace* and *Healing the Wounds: Forgiveness & Reconciliation in the Workplace*. His fourth book, *Next Level Leadership*, is scheduled to be released in 2024.

He holds both undergraduate and masters degrees in organizational communications from Western Kentucky University. His clients have included AT&T, Houchens Industries, Graves Gilbert Clinic, Scottys Contracting & Stone, General Motors, McDonalds, Western Kentucky University, University of Kentucky, University of Louisville, Centre College, Vanderbilt University, University of North Carolina Chapel Hill, TVA, Duke Energy and hundreds of high-performance individuals who benefit from his personal coaching.



PAM DECKER

**CEO OF THE KENTUCKY CENTER FOR LEADERSHIP
PRESIDENT/CEO OF GREG COKER DEVELOPMENT**

Pam is an executive officer and the Chief Operating Officer at Franklin Bank & Trust and has spent most of her career as a community banker in South Central Kentucky. Prior to joining Franklin Bank in 2023, she was an Assistant Professor of Business at Lindsey Wilson College where she taught Finance, Management, International Business, and Ethics courses. She has been an Adjunct Professor at WKU since 2017 teaching online courses for the School of Leadership and Professional Studies.

Pam serves and has served on numerous boards and local committees, including Warren Rural Electric Cooperative, the Edmonson County Industrial Authority, BRADD, American Red Cross, and as a volunteer providing credit counseling for the Bowling Green Housing Authority's People's Opportunity for Underserved Populations. She holds an MBA and an EdD in Organizational Leadership from WKU.



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LOCAL LEGENDS NEGOTIATION PANELISTS



**WKU INNOVATION CAMPUS
BOWLING GREEN, KY**



**FRIDAY, SEPTEMBER 27
9:45 AM – 11:00 AM**

PANELIST LINEUP



**DR. GARY
RANSELL**

WESTERN KENTUCKY
UNIVERSITY PRESIDENT
EMERITUS



**JOHNNY
WEBB**

FORMER MAYOR
OF BOWLING GREEN,
KENTUCKY



**JIM
MARTENS**

WKU PHILANTHROPIST
OF THE YEAR (2022),
COMMERCIAL
DEVELOPER



**SHERIFF BRETT
HIGHTOWER**

RETIRED FIRST SGT.
AND BGPD CAPTAIN,
RECIPIENT OF THE
BRONZE STAR AND
THE PURPLE HEART



DR. GARY RANSDELL

**PRESIDENT/CEO OF THE INSTITUTE FOR SHIPBOARD EDUCATION (ISE)
WESTERN KENTUCKY UNIVERSITY PRESIDENT EMERITUS**

Gary A. Ransdell spent a 45-year career in various leadership roles in Higher Education. Most recently, he served as President/CEO of the Institute for Shipboard Education (2018-2020) which operates Semester at Sea, a global study abroad program. From 1997 to 2017, Ransdell served as President of Western Kentucky University in Bowling Green, Ky. Over his 20 year tenure, he led a transformation of WKU with two successful capital campaigns (\$304 million in new gifts), \$972 million in capital construction, significant enrollment growth (14,500 to 21,000 students), creation of an Honors College, new Engineering degrees, new doctoral programs, and an internationalization of the undergraduate and graduate experience. Ransdell served as Vice President for Administration and Advancement (1993-1997) and Vice President for Advancement (1987-1993) at Clemson University. From 1981 to 1987 he was the Director of Alumni Relations at Southern Methodist University, and was the Associate Director of Alumni Affairs at WKU from 1978 to 1981. He received a Doctorate of Education degree from Indiana University in 1978, a Master of Public Administration degree from WKU in 1974, and a Bachelor of Arts degree in Mass Communication from WKU in 1973.

Gary Ransdell is currently serving as Chair of the Board for the Arts of Southern Kentucky which operates the Southern Kentucky Performing Arts Center (SKyPAC), Orchestra Kentucky, the Ramsey Theatre Company and BG on Stage. He has also served on the Board of the Louisville Branch of the St. Louis 8th District Federal Reserve Bank (2007-2013, Chair from 2010-2012) Ransdell has been married for 51 years to Julie Bush Ransdell (WKU, 1975).



JOHNNY WEBB

**FORMER MAYOR OF BOWLING GREEN, KENTUCKY
FOUNDER OF SOUTHERN SCHOOL SUPPLY AND OPERATION PRIDE**

Johnny Webb, a native of Edmonson County, is a graduate of Western Kentucky University. After a career with 3M, he founded Southern School Supply eventually merging with School Specialty, Inc., the largest school supply company in the industry. A former Mayor of Bowling Green, Johnny Webb is the founder and chairman of Operation P.R.I.D.E. His wife Glenna is a former school teacher and they have one daughter, Andrea Elizabeth.

Johnny Webb's many accomplishments include but not limited to: Outstanding Young Businessman, Small Business Person of the Year Award, Entrepreneur of the Year Inc. and Junior Achievement Laureate Award.

He has served on numerous boards including: Warren County Chamber of Commerce, National City Bank, Bowling Green Municipal Utilities, Barren River Development District,

Bowling Green-Warren County Health Department, Bowling Green Public Housing Authority, Western Kentucky National Alumni Association and American Career Society.



JIM MARTENS

**2022 WKU PHILANTHROPIST OF THE YEAR, COMMERCIAL DEVELOPER
MEMBER OF THE WKU FOUNDATION BOARD OF TRUSTEES, THE HILLTOPPER ATHLETIC
FOUNDATION, AND THE WKU REAL ESTATE CORPORATION**

Graduating from WKU in 1972, Jim became the first in his family, with a BS in Agriculture, it was time for him return to Michigan, but he realized that he loved Bowling Green and didn't want to leave. After working 15 months as an Agronomist with the KY Highway Department, he was offered an opportunity to sell mobile homes at a dealership. Starting with no money, in May 1974 with a bank loan of \$2,500, Jim purchased his first mobile home as a rental property. Jim's mentor had five mobile homes so he set a goal for himself to own ten mobile homes to supplement his income, never dreaming of where it would lead. Soon he matched his mentor, then he passed him; Jim was on his way! By 1978 Jim had 26 mobile homes and bought his first rental house. In September of 1980 Jim and a partner, former WKU professor Billy Adams, bought Greenwood Estates Mobile Home Community. Since 1985 Jim has been a fulltime real estate investor, owning apartment complexes, mobile home communities, and office buildings. In 1994 Jim purchased his first shopping center and his focus since 1996 has been on retail shopping centers, with properties in Kentucky, Tennessee and Indiana.

At Western Kentucky University Jim is currently serving on the College Heights Foundation Board, the WKU Real Estate Corporation Board, and WKU Hilltopper Athletic Foundation Board, having served as Chairman. Jim also currently serves on the WKU Fellowship of Christian Athletes Board, and the Olde Stone Advisory Board.

Jim has been blessed with a wonderful family. Jim married his dear wife, Eva, in 1985. Between them they have four children. Brad Martens, Cassie Turner, Kevin McCoy and Tammy Sheets. All four are graduates of Western Kentucky University. Jim and Eva are also Proud Grandparents of seven Wonderful Grandchildren, and two Great Grandchildren.



SHERIFF BRETT HIGHTOWER

**FORMER LAW ENFORCEMENT COORDINATOR FOR THE UNITED STATES ATTORNEYS' OFFICE
RETIRED FIRST SERGEANT AND BGPD CAPTAIN, RECIPIENT OF THE BRONZE STAR
AND THE PURPLE HEART**

Sheriff Brett Hightower began his law enforcement career in 1994 at the Bowling Green Police Department (BGPD). His leadership skills were developed through his time and experience in his 21 years of military service and continuing education with law enforcement. Brett is a graduate of Army Ranger school, Army Basic Leaders Course, Army Advanced Leaders Course, Department of Criminal Justice Training Supervisors Course and the Criminal Justice Executive Development

Course. After retiring from BGPD as Captain and the military as a First Sergeant, he worked for the United States Attorneys' Office as their Law Enforcement Coordinator. He was the liaison for the US Attorney and the Western District of Kentucky, managing 53 counties and working with federal, state, and local law enforcement. Brett is a member of the Bowling Green- Warren County Military Liaison Board, chairs the Bowling Green Jr. Golf City Championship Board, Rotary member, and an advisor to the Kentucky Wounded Heroes nonprofit organization. Brett is the recipient of the Bronze Star and the Purple Heart. He and wife Jana are the proud parents of their four children. He was first elected as the Sheriff of Warren County in November of 2018.



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SPECIAL GUESTS



**WKU INNOVATION CAMPUS
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- FRI, SEPT. 27 @ 1:30 PM**

GUEST LINEUP



**BILL
GREER**

**FOUNDER OF
TOP CROPS**



**DR. GREGG
FARRELL**

**SENIOR PASTOR
OF CROSSLAND
COMMUNITY CHURCH**



BILL GREER

**CO-FOUNDER OF TOP CROPS
TREASURER OF THE HIVE, FORMER VP OF PUBLIC AFFAIRS AT ATMOS ENERGY**

Bill and his wife, Carol, founded Top Crops, Inc. in 2013, a continuing education program for individuals with intellectual and developmental disabilities (IDD). Top Crops focuses on growing food, potential and community and our garden is located at WKU's Agriculture Research and Education Center on Nashville Road. Bill currently serves as Treasurer of The HIVE, a Bowling Green based non-profit organization that provides programs and services for individuals with IDD. Bill is also in his 20th year as a Special Olympics basketball coach. After a 36-year career with Atmos Energy, Bill retired in 2022 as Director, Stakeholder Strategy. Bill and Carol recently celebrated their 40th anniversary and have three children.



DR. GREGG FARRELL

SENIOR PASTOR OF CROSSLAND COMMUNITY CHURCH

Dr. Farrell is currently serving in his 19th year as Senior Pastor of Crossland Community Church in Bowling Green, Ky. Crossland has grown to 3 campuses and an average weekend attendance of 2600 under his leadership. They also house 4 different International churches that meet weekly as well. Having previously experienced significant success in sales with Snap-on Industrial as well as Caterpillar Equipment, Gregg brings both professional and spiritual leadership skills to influence both the church and the business community.