



pioneering ENTREPRENEURSHIP

2023 AMERICAN ROYAL LEADERSHIP SUMMIT



Keynote Speaker



Allison Howard

President, Kansas City Current

Allison Howard has a lengthy track record of success in the sports industry. As the former Vice President of Partnerships for the Los Angeles Lakers, she was instrumental in closing the team's most successful partnerships and led the organization's corporate partnership strategy that surpassed \$450 million in revenue. Previously, as Vice President at Premier Partnerships, she sold and managed naming rights partnerships all over the country. She was recognized as a "Woman of Inspiration" from WISE LA (Women in Sports and Events, Los Angeles) after serving on the board for 10 years. At the Current, she oversees all day-to-day business operations for the club, including opening the first stadium purpose-built for a women's professional soccer team in the world.

Pioneering panelists



Mitch Benjamin

Founder, Meat Mitch Barbecue

Pitmaster, Restaurateur, Creative

Mitch Benjamin - award winning author, pitmaster, restaurateur, creative and creator behind the popular, world championship Meat Mitch Barbecue brand. His BBQ career was born in 2000 competing in his first American Royal World Series of Barbecue® competition. Today, he still competes and sells his 1st Place American Royal winning sauces, rubs, and meats throughout the US and across the world. His love for Barbecue has since transcended into opening Char

Bar Smoked Meats & Amusements in Westport, MO, Rosie's Smokehouse in Paris, France, Meat Mitch Barbecue in Leawood, KS and now at the new Kansas City International airport. You can find his story and all his products at meatmitch.com.



Kerryann Kocher

CEO, Vytelle

Executive, Agriculture Tech, Genetics

Kerryann Kocher was appointed as Vytelle's Chief Executive Officer in 2020. As leader of the venture-backed precision livestock company, Kerryann has been key in the design and execution of Vytelle's value proposition to improve the sustainability of the global beef and dairy industries through accelerated genetic progress. Prior to her current appointment, Kerryann founded and led Rock Road Consulting, a boutique business consulting practice

dedicated to animal agriculture and focused on helping clients translate their technology into meaningful value for farmers, ranchers and producers. At Rock Road, Kerryann served a range of clients from multi-national animal health companies to venture capital firms and start-ups. Kerryann started her career at Elanco Animal Health where she held several roles spanning sales, marketing, and business unit leadership. Kerryann then joined Bayer Animal Health as the head of the U.S. food animal business, managing sales, technical, and marketing operations across all major protein species (beef, swine, poultry, dairy). Kerryann grew up in Iowa on a progressive grain and livestock farm, still in operation today. She is a graduate of Iowa State University with a bachelor's degree in agriculture education. She and her husband, Matt, have three children, five show pigs and reside in rural Kansas...on a rock road.





Trae Q.L. Venerable

Owner, Venerable's Projects, LLC

Author, Horseman, Engineer

Trae Q.L. Venerable, Owner of Venerable's Projects, LLC which mission is to cultivate identity and bring purpose through his projects. Representation is huge for the brand. He offers a beautiful collection of works and projects curated by himself. Born to Myron and Tracy Venerable with a life long history in ranching and farming an avid outdoorsman, horseman and cattle jock, coming from generations of Farm and Ranch owners, a polymath entrepreneur in many streams.

Loves bringing his projects to everyone he comes in contact with. Projects including his trademark brand MidWest CowPoke. His traditionally published children's book series called "Grandpa I Just Wanna Be A Cowboy." Published photographer from his life's journey. Also bringing art with a passion and an unique story for all to see. His beloved entrepreneurial spirit with constantly new surfacing facets of the business. Rounding out an Engineer as a career at Honeywell FM&T.

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