

### BARNETT HELZBERG, JR.

After taking the helm of Helzberg Diamonds in 1962, Barnett Helzberg, Jr. sought out the counsel of the legendary entrepreneur Ewing Kauffman. Mr. Kauffman responded, and his mentoring helped Barnett grow the business from a 15 store retail chain into the 3rd largest retail jeweler in the country with 145 locations. Eventually, Barnett sold the business to Warren Buffett of Berkshire Hathaway.

When Barnett asked Mr. Kauffman how he could pay him back for his kindness, Kauffman simply said, "That's okay, someday you will help someone too!"

### RICK KRKA, INKCYCLE

As the founder of a rapidly growing ink and toner remanufacturing business, InkCycle, Rick Krka found himself searching for answers that couldn't be found in books. In joining HEMP, Rick began to find those answers through other Mentees and his work with his Mentor, Barnett Helzberg, Jr.

As his business continued to grow into one of Kansas City's most celebrated success stories, Rick also recognized the opportunity to pay it forward and followed Barnett's footsteps by becoming a Mentor in the HEMP program.

### EMILY VOTH, INDIGO WILD

When Emily Voth's all-natural bath and body products business, Indigo Wild, began to take off, she knew that she would be coming face-to-face with challenges she didn't have experience handling. Through the HEMP program, Emily found Rick Krka, her Mentor and someone who had overcome similar challenges. Exposure to Rick and others in HEMP helped Emily grow Indigo Wild into one of the most recognized brands in the natural products industry.



Leaders  
build leaders,  
who build leaders...



## HENRY BLOCH, H&R BLOCK

For Henry Bloch, co-founder of H&R Block, one of Kansas City's most respected national brands, the idea of helping business owners was embedded in his earliest business model: providing bookkeeping, management assistance, collections and income tax preparation for Kansas City businesses. So when Barnett approached him about participating as a Mentor in HEMP, the decision was easy. Even as the company he founded ranks among the Forbes Global 2000 businesses, Henry continues to support Kansas City entrepreneurs.

## DANNY O'NEILL, THE ROASTERIE

When Danny O'Neill started his specialty coffee business in the basement of his home in 1993, he had no idea of the challenges he would face as he built the region's most recognized specialty coffee brand, The Roasterie. As a Mentee in the HEMP program, Danny put the wisdom of Henry Bloch, his Mentor, to work and has grown both as a business and a leader.

When the invitation came for Danny to become a HEMP Mentor and share his knowledge from lessons learned, he jumped at the chance.

## ETHAN WHITEHILL, TWO WEST

As CEO of Two West, Ethan Whitehill leads one of the fastest growing branding and communications companies in the Midwest. Ethan understands that while every industry has its own unique set of challenges, most businesses share common growing pains. When he joined the HEMP program, his Mentor, Danny O'Neill, became an invaluable resource and role model. Through his relationship with Danny, Ethan has gained exposure to a leader who has overcome many of the challenges Ethan faced.

## WHAT IS THE HELZBERG ENTREPRENEURIAL MENTORING PROGRAM?

Known as HEMP, this unique not-for-profit organization was founded in 1995 by Barnett Helzberg, Jr., the former owner and president of Helzberg Diamonds. Inspired by his 23-year mentoring relationship with Ewing Kauffman, Barnett founded HEMP as a means to match successful business veterans with less-experienced entrepreneurs. His vision grew as the program developed into the successful mentoring model it is today. In addition, considerable mentoring is fostered through peer relationships derived from HEMP's many other programs.

What will you gain from your participation in this three-year program?

- A one-on-one mentoring relationship designed to help you excel. You will be paired with a successful, qualified Mentor with whom you will work at least once per month.
- Monthly networking opportunities to discuss business concerns with fellow Mentees and seasoned entrepreneurs.
- Exposure to an interactive, educational environment in which entrepreneurs share successes and failures.
- Informative field trips to Mentee businesses within the Kansas City area.

## our mission

is dedicated to strengthening entrepreneurial leaders through excellence in mentoring.

[www.helzbergmentoring.org](http://www.helzbergmentoring.org)

## DO YOU QUALIFY?

Much of HEMP's success is because of the quality of the participants. By design, we are looking for individuals who have an established, successful business and are poised to grow.

- Do you have a desire to grow your business?
- Are you the ultimate decision-maker in your business?
- Have you been in business for at least three years?
- Do you have annual revenues over \$1 million?
- Are you willing to invest the time to meet with your Mentor and participate in HEMP networking events?
- Do you have five or more employees?
- Do you display internal and external integrity?

## HOW CAN YOU LEARN MORE?

Simply go to the HEMP website to read more about the program, apply online and see who else is benefitting from this unique organization.

To reach HEMP directly, contact us at 816.550.8232 or [info@helzbergmentoring.org](mailto:info@helzbergmentoring.org).

Strengthening entrepreneurial leaders through excellence in mentoring.

**HEMP**  
Expose. Empower. Excel.