



Roots & Legacies and Scaling 4 Growth



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For Immediate Release
April 15, 2019

Business Growth Circles™ Launches in KC Animal Health Corridor

Industry leaders partner to empower animal health and agribusiness executives.

Manhattan, Kans. (April 15, 2019) – As the region’s animal health and agribusiness industries continue to grow, increasingly, business executives, entrepreneurs, and industry leaders are seeking opportunities to professionally grow, collaboratively address issues that arise in their businesses and seek counsel and guidance from trusted peers. After all, successful business leaders and business coaches have demonstrated time and time again the value of peer advisors.

As Inc. magazine asks, “Is there anyone outside your company challenging you to grow yourself and your business”?

Scaling 4 Growth and Roots & Legacies are launching two *Business Growth Circles™* in the Kansas City metro-region specifically designed for animal health and agribusiness executives. A *Business Growth Circle* consists of six to eight leaders who commit to meeting regularly – primarily through virtual roundtables, as, together, they strengthen their leadership skills, address issues their organizations are facing, seek feedback and guidance, celebrate wins and more. *Business Growth Circles* are facilitated by Frumi Barr of Scaling 4 Growth and J.J. Jones with Roots & Legacies. As facilitators, Barr and Jones bring strong leadership and development experience and demonstrated track records that support animal health and agribusiness leaders’ needs while ensuring each *Business Growth Circle* has the tools and resources so participants can “take” the conversations where they need it to go; where *Circles* will be most beneficial to executives engaging in the *Circles*.

Lisa Tamayo, CEO of Scollar shares her excitement for the program as her company relocates to the KC Animal Health Corridor, “I am eager to collaborate with other leaders in my industry and share insights with fellow CEOs on topics we all face in our leadership roles.”

Applications to join a *Circle* are now being accepted as the first two *Circles* will kick-off in May 2019. To learn more about joining the *Business Growth Circle* that will focus on companion animal health and agribusiness, contact Frumi Barr at DrFrumi@Scaling4Growth.com. To learn more about joining the *Business Growth Circle* that will focus on farm animal health and agribusiness, contact J.J. Jones at JJ@RootsAndLegacies.com.

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***Dr. Frumi Rachel Barr** is Founder and CEO of Scaling 4 Growth, a CEO Coach, Confidante and Mentor. In her past, Dr. Frumi was the CEO and founder of three consumer manufacturing and distribution companies, each growing wildly within a year. As a result, she gained deep experience in manufacturing, customer success, product fulfillment and leadership of fast-scaling teams. After her third company was acquired, she became a certified growth expert and for the last two decades, has guided CEOs and teams of numerous startups and companies such as Experian, Raley's, Kaiser and H & R Block.*

Dr. Frumi serves as the Chief Relationship Officer for Scollar, Inc. Scollar is reshaping the future of animal health by designing the only innovative animal management system. Scollar is designed for everything from cats to cattle because it's a full stack open platform, consisting of three tightly integrated technologies: a modular smart collar, a mobile app and a data cloud service.

*Dr. Barr is the author of **A CEO's Secret Weapon: How to Accelerate Success**. The book was ranked top business book of 2012 by ExecRank. The book's Foreword is by Simon Sinek, acclaimed author of **Start with Why**.*



*Roots & Legacies co-founder, **J.J. Jones**, has loved agriculture and food for, well ... as long as he can remember. Whether it was riding countless miles on horseback with his father and brother, gardening with his grandparents, showing cattle and sheep or learning about wine varietals before he could enjoy them, J. J. recognized that agriculture and food are a common thread that connect us all.*

*J.J. is a constant learner with degrees in Animal Science and Industry as well as International Agriculture. J.J. has worked with a number of agribusinesses that have taken him to every corner of Kansas, across the U.S. and around the world – 25 international markets and counting, which allows J.J. to put his skills and talents to work in **empowering others to excellence**.*

J.J. is a strong leader in association management, communicating with various agriculture and food system stakeholders and professional development. J.J. excels in facilitation and turning data and information into knowledge and strategy as he works with clients to enhance their communications, marketing, and association and project management.

*J.J. also is co-host of **Cultivated Conversations™** - a curated dinner series focusing on various food and agriculture topics, sits on the board of directors for both the Agricultural Business Council of Kansas City and the Cultivating Change Foundation and is an active Governor within the American Royal Association.*