

2015 LEADERSHIP CONFERENCE
April 26-28, 2015
Shore Lodge | McCall, Idaho
"Telling Our Story: Selling Boise and our Region"

Sunday, April 26th:

- 6:00 p.m. HOSTED WELCOME RECEPTION: **Upper Pavilion**
 SPONSORED BY SHORE LODGE
 Dan Scott, President and General Manager, Shore Lodge, Whitetail Club and The Cove
- 7:30 p.m. Dinner on your own at McCall restaurants

Monday, April 27th:

- 8:00 a.m. REGISTRATION OPENS
- 8:30 a.m. NETWORKING CONTINENTAL BREAKFAST **Upper Pavilion**
- 9:00 a.m. OPENING SESSION & KEYNOTE ADDRESS **Lower Pavilion**
Remarks from the Conference Chairman:
Kris Ormseth, Managing Partner, Stoel Rives LLP
& Chairman of the Board, Boise Metro Chamber of Commerce
Introduction: **Mark Tidd**, CEO, TitleOne Corporation
"Capitalizing on the Metro Area's Unique Competitive Advantages to Drive Economic Growth"
Speaker: **Tim Nitti**, President, GeoAnalytics Consulting
- 10:15 a.m. networking break
- 10:30 a.m. GENERAL SESSION **Lower Pavilion**
"How do Companies Recruit to Boise: What Are We Saying?"
Comments and Introductions: **Mike Jung**, President & Publisher, Idaho Statesman
Speakers:
Charity Nelson, Senior Manager, Talent Acquisition, Micron Technology, Inc.
Stephanie Parker, Recruiting Supervisor, St. Luke's
Rob McCarvel, Senior Vice President & Chief Marketing Officer, United Heritage Insurance
Dr. Mark Rudin, Vice President of Research and Economic Development, Boise State University
- 11:45 a.m. networking break
- 12:00 p.m. LUNCH SESSION **Upper Pavilion**
"Why We Stay in Boise; Opportunities for the Future"
Introduction: **Dave Fisher**, General Manager, Republic Services
Speaker: **Brad Street**, President, Intermountain Division, Albertsons LLC
- 1:15 p.m. networking break
- 1:30 p.m. GENERAL SESSION **Lower Pavilion**
"Educating Our Future Workforce: Emphasizing Our Region"
Introductions: **Todd Cooper**, Business Banking Manager, Wells Fargo Bank
Speakers:
K-12 Education - **Dr. Linda Clark**, Superintendent, West Ada School District
High School Training - **Dr. Irene Westrick**, Principal, Dennis Professional Technical Education Center
Training, Certificates, Associate Degrees - **Dr. Bert Glandon**, President, College of Western Idaho
Bachelors, Graduate Education - **Dr. Mark Rudin**, Vice President of Research, Boise State University

2:45 p.m.	<u>GENERAL SESSION</u> "Different Lifestyle Amenities: Urban – Suburban - Rural" Introductions: Andrea Nilson , Director/Retail Specialist, Cushman & Wakefield Commerce Speakers: Peter Oliver , Brokerage Services, Thornton Oliver Keller Commercial Real Estate Clay Carley , General Manager, Old Boise LLC Ashley Robinson , Sr. Leasing Director, CenterCal Properties	Lower Pavilion
3:45 p.m.	adjournment	
6:00 p.m.	<u>RECEPTION</u>	Edwards Ballroom
7:00 p.m.	<u>DINNER SESSION, Sponsored by Northwest Nazarene University</u> "We're on Another Top Ten List? Does Anyone Pay Attention?" Introduction: Bill Russell , Executive Director of Community Relations, General Counsel, Northwest Nazarene University (NNU) Speaker: Jessica Flynn , CEO & Owner, Red Sky, A Strategic Communication Agency	Upper Pavilion

Tuesday, April 28th:

8:00 a.m.	<u>BREAKFAST SESSION</u> "What is ONE Thing That Defines Your City?" Speakers: Mayor of Boise, Dave Bieter (via video) Mayor of Eagle, Jim Reynolds Mayor of Kuna, Greg Nelson Mayor of Nampa, Bob Henry	Upper Pavilion
9:15 a.m.	networking break	
9:30 a.m.	<u>GENERAL SESSION</u> "We Had a Choice, but Started or Expanded Our Business Here" Introductions: Erik Bolinder , Partner, Givens Pursley, LLP Speakers: Anne Reeve , Co-Owner, Chris Reeve Knives Tory Corson , Founder, Corson Distilling Systems, Inc. Hannah Gordon , Vice President of Administration, Aviation Specialties Unlimited, Inc.	Lower Pavilion
10:15 a.m.	"Messages About Our Area to the National Marketplace" Introduction: Hart Gilchrist , Director-Operations Services, Intermountain Gas Company Speaker: Ron Baker , Principal & Founder, Rizen Creative	Lower Pavilion
10:45 a.m.	"Example of Successful Marketing from another Community" Introduction: Rob McCarvel , Senior Vice President & Chief Marketing Officer, United Heritage Insurance Speaker: Matthew Godfrey , CEO, Better City and Former Mayor of Ogden, Utah	Lower Pavilion
11:15 a.m.	<u>CLOSING GENERAL SESSION</u> "Observations and Suggestions for Integrated Messaging - Boise Metro Chamber of Commerce, Boise Valley Economic Partnership (BVEP), Boise Convention & Visitors Bureau (BCVB)" Introduction: Kris Ormseth , Managing Partner, Stoel Rives LLP Speakers: Tim Nitti , President, GeoAnalytics Consulting Ron Baker , Principal & Founder, Rizen Creative	Lower Pavilion
12:00 p.m.	adjournment	