

Business Essentials Summit: Elevate Your Business

Presented by University of Idaho

April 18, 2017 | 8:00 to 3:30 p.m. | The Riverside Hotel

Panelists and Presenters

NAME	BIO
Cynthia Adrian	
Jolene Anderson	Jolene Anderson is a seasoned business executive working with a global client list seeking to invest in commercial real estate and providing business facilitation for emerging companies, both public and private. Ms. Anderson has facilitated the sales and financing of hotels, resorts, and multifamily properties in WA, OR, ID, CA, FL, and HI since 1989. Her extensive network of business executives and mentors includes key players in industry and commerce. She has advised companies as a business strategist and facilitated expansion into US markets, including advising product companies who desired to expand their product line into the US and Canada and was a principal in a global spa/health education company and corporate travel company. Recent assignments include consulting for a public company, located in Boise, focusing on science, technology, engineering and math for K-12 students (STEM) education, where she served as the Director of Investor and Community Relations. She has also advised companies in the Seattle biotech community and serves on the boards of nonprofits focusing on healthy communities and education. She has produced a radio show on healthy families and was the editor of an online magazine. She is a problem solver committed to providing consulting for companies through introducing strategic partnerships and mentorship.
Levon Arnold	Levon Arnold's training and commitment to learning automotive technology began at the age of 15 and continues even after reaching master technician achievements in multiple automotive arenas. Five years after returning to his home state of Idaho and starting his own company in 2011, he has grown Long Arm Mechanics Inc. into a full scale, all makes and models automotive maintenance and repair facility. Since then, he has also started a detailing business, Boise Auto Salon, and founded the Green Light Outreach Program.
John Ashby	John Ashby is a partner of Hawley Troxell's employment and litigation groups. John represents employers in administrative proceedings and litigation involving claims of wrongful discharge, discrimination, harassment, and fair labor standard practices. He also advises employers on compliance with federal and state employment laws and conducts management training in a variety of employment-related topics. He has represented clients in a broad range of litigation in state and federal courts throughout Idaho and before the Idaho Supreme Court and the United States Court of Appeals for the Ninth Circuit.
Melynda Boswell	
Kim Boyack	
Mark Chopin	Marc Chopin serves the University of Idaho as Dean of the College of Business and Economics and professor of economics. In addition to his university work, Mr. Chopin has engaged with the business and not-for-profit communities through board memberships, angel investing and by working with and mentoring entrepreneurs and start-up companies. He also served as President and CEO of a start-up company focused upon commercialization of a novel electric motor technology. He holds a bachelor's degree from the University of Texas and a doctoral degree from Texas A&M University. His published research includes topics in micro- and macroeconomics, finance and marketing.
Ken Cortez	Ken Cortez is President and owner of Metalcraft, Inc. Mr. Cortez is a member of the Selland College Advisory Board. He has been appointed to the Commission of Hispanic affairs by Governor Butch Otter and serves as a Board Member of the Hispanic Business Association.
Nick Crabbs	
Taylor/Tanner Dame	
Lee Dillion	Lee Dillion joined the University of Idaho College of Law in 2001 as the Director of External Programs. In 2010 he was named Associate Dean of Boise Programs, a position responsible for the College of Law's expanding programs in the Treasure Valley. He is licensed to practice law in Idaho, and prior to his appointment he was in private practice focusing on business organization and planning, business and real estate acquisitions, health law, and general commercial law. Mr. Dillion was a member and the Chair of the Boise City Planning and Zoning Commission and was Chair of the Planning Subcommittee. He was Chair of the Real Property Section of the Idaho State Bar and served as a hearing examiner for the City of Caldwell's Planning and Zoning Department. He is past chair of the Professionalism and Ethics Section of the Idaho State Bar and currently chairs the Continuing Legal Education Committee of the Idaho Law Foundation. He is a frequent presenter of CLE's on ethics.

Jerry Dunn	<p>Jerry Dunn is chief executive officer of A10 Capital, which he co-founded in 2007. During his career, which has spanned more than 20 years, Mr. Dunn has developed extensive experience starting and scaling nationwide commercial lending businesses. He has closed over \$3 billion of structured finance deals in the capital markets and nearly \$5 billion of commercial loans across both specialty finance and top-25 commercial bank platforms. He most recently was an executive vice president and member of the Senior Management Committee at Bank of the West, one of the 25 largest banks in the country and a wholly owned subsidiary of BNP Paribas. As chief of staff, he acted as the right-hand man to the vice chairman and assisted him in the management of the bank's largest business group. The group included nearly 700 branches serving retail customers and small businesses in 19 states, more than 30 commercial banking offices serving middle-market companies, a direct and indirect consumer finance division, a home mortgage lending division, an investments division, a property and casualty insurance division, construction lending, and private banking. The group had more than 7,000 employees and a \$25 billion balance sheet.</p> <p>Mr. Dunn previously was CEO and co-founder of AFG, a full-service commercial lending business that specialized in middle-market equipment financing. AFG originated nearly \$1 billion before it was acquired by PNC Bank in 2004. Prior to AFG, he was involved in the startup of Commercial Lending Corporation (CLC), a full-service, nationwide commercial lending business specializing in financing franchise businesses and commercial real estate. CLC originated nearly \$2 billion before it was acquired by AMRESKO in 1997.</p> <p>Mr. Dunn started his career as an investment banker for Dean Witter Reynolds in New York City.</p> <p>Mr. Dunn attended Colorado State University on a full athletic scholarship and graduated summa cum laude with a degree in business administration, with concentrations in finance and accounting. He is also a certified public accountant.</p>
Leif Elgethun	<p>Leif Elgethun is CEO of Retrolux, a Commercial Building Lighting Marketplace and Sales Platform, headquartered in Boise, ID. Mr. Elgethun is a serial clean energy entrepreneur with four successful clean energy companies, eight years of experience, and deep market knowledge in commercial and industrial lighting design and sales.</p> <p>Mr. Elgethun is a licensed Professional Engineer, LEED accredited professional, and has Bachelor degrees in Chemical Engineering, Mathematics, and Chemistry, and a Masters in Engineering Management from the University of Idaho.</p> <p>Mr. Elgethun previously was Partner and Senior VP of Site Based Energy, a Sun Valley and Boise based energy services company focusing on rooftop solar PV and energy efficient lighting retrofits, was a founding partner in Intermountain Energy Partners where he developed a 170MW utility grade solar PV project in Idaho that was sold for an 8x return., and was a Founding Partner of HydroGen LLC, a Boise based micro hydroelectric development firm that partnered with Lucid Energy to build the first inline micro hydro turbine for the City of Portland.</p> <p>Mr. Elgethun serves as President of the Idaho Clean Energy Association and Board of the Treasure Valley YMCA where he Chairs the Construction Task Force and Building and Properties Committee. He previously served as Chair of the Idaho Chapter of USGBC and has been on the board of several additional nonprofit organizations.</p>
Brad Frazer	<p>Brad Frazer is a member of Hawley Troxell's business and finance and patent groups and is chair of the firm's Internet and intellectual property group. In addition to emphasizing and focusing on all facets of Internet law, intellectual property law, and information technology law, Mr. Frazer is also involved with related transactional work and litigation.</p> <p>Mr. Frazer has written extensively on matters of Internet and intellectual property law. He is a frequent speaker on Internet, intellectual property, and computer law topics and a guest lecturer at Boise State University and Northwest Nazarene University on intellectual property law and Internet ethics.</p> <p>A Boise native, Mr. Frazer began his legal career in 1989 as an intellectual property attorney and commercial litigator at a Boise-based law firm. In 1997 he accepted an in-house position as Senior Intellectual Property Counsel with the Fortune 1000 company, Micron Electronics, Inc., and remained there through the company's merger with Interland, Inc. (now Web.com), then the nation's largest Web hosting company. He eventually became Deputy General Counsel for Micron Electronics, Inc., and Interland, Inc. From June 2003 to February 2006, Mr. Frazer served as Deputy General Counsel to MPC Computers, LLC, in Nampa, Idaho.</p>
Sylvia Hampel	<p>Sylvia Hampel began cleaning homes in 1995 to make ends meet and provide for her and her young family. Through her perseverance and commitment of providing the excellent customer service, for which Clearview Cleaning is still known, she was able to hire her first, and longest serving employee in 1998. Over the following two decades, she established her company's reputation as a reliable, highly responsive, and socially/civilly responsible full-service commercial janitorial company, specializing in Class A office space, LEED certified buildings, financial, and medical and healthcare facilities. During this time, she received the 2010 Idaho Small Business Award, the 2013 Twin Award, 2014 CEO of Influence Award, was acknowledged as the Top Woman Owned Business by the Idaho Business Review, and most recently, was named the Top Business of 2016 by Zions Bank.</p>

Ian Harris	<p>Ian Harris is the President and CEO of Vynyl, a product development firm that works with corporations, institutions, and investors to build unique mobile, web, VR and AR applications that are technically excellent, visually appealing, and create real business value. Prior to Vynyl, Mr. Harris held senior roles focused on product, corporate development, strategy and operations related to fintech, cleantech, and the web. As a member of the founding executive team at one of the world's top startup incubators, LACI, he was instrumental in sourcing, mentoring, and advising a portfolio of companies providing deep-technology solutions related to energy, water, transportation, and advanced materials. In addition to his work with technology companies, he served in the United States Marine Corps Reserve, completing tours of duty in Iraq and Afghanistan, where he was decorated for heroism in combat. Mr. Harris was also on staff of Obama for America in 2008, helping to organize and win the state of Nevada. He currently serves on the Board of Directors of The Soldiers Project, a non-profit organization that provides free-access to mental health services for 1000s of post-9/11 veterans, and their loved ones.</p>
Jennifer Lastra	<p>Jennifer Lastra, a U.S. Navy Veteran, has spent most of her career in the defense sector at several large defense contractors that supply military equipment and services to help ensure our Nations' security.</p> <p>A certified Project Management Professional, Ms. Lastra's skills found a fit at 360 Immersive at a time when virtual reality was on the cusp of a massive period of growth. 360 Immersive helps organizations capture mission-critical imagery using an affordable app-based solution that archives, protects, and distributes immersive content on demand. As the CEO and Managing Director, she brings a sincere passion for immersive technology, and an enthusiasm to help businesses realize the potential in VR as the game-changing training and performance-enhancing tool of the future.</p> <p>In addition to being a certified PMP, Ms. Lastra has both a Bachelor of Business Administration and Master in Business Administration from Averett University.</p>
Kathy Lorenz	<p>Kathy Lorenz is a commercial relationship manager with Zions Bank, responsible for developing and maintaining banking relationships with business customers. Ms. Lorenz has worked in banking for more than 30 years and brings a strong background in U.S. Small Business Administration lending to the position. Throughout her career, she has also held positions in SBA lending with Mountain West Bank and Key Bank.</p> <p>Ms. Lorenz graduated cum laude with a bachelor's degree in Business Administration from Roanoke College in Salem, Va. She is active in her community as Chairman of the Board for Capital Matrix, advisory council chair for the Idaho Women's Business Center and a member-at-large of CREW, the Commercial Real Estate Women's Network.</p>
Dave McEwen	<p>Dave McEwen joins the Idaho SBDC from Seattle, where he spent 15 years as an award-winning Corporate Communications Strategist, working with executives and leaders from Microsoft, Hewlett-Packard and Micron. After leaving the corporate world, Mr. McEwen co-founded healthcare informatics and Internet of Things technology startups, helping to create products that allow customers to solve their information, logistics and data-aggregation problems through the power of cloud-based enterprise management. He holds a Bachelor's degree in Journalism, and is currently enrolled in Boise State University's MBA program.</p>
Dan Puga	<p>Dan Puga's expertise is multi-faceted and manifests itself in his deep understanding of finances, management, and leadership. The strengths he has as a business leader are highlighted by the ongoing growth of In Time Tec and his community involvement. He serves on the Saint Alphonsus Nampa Hospital Board, Saint Alphonsus Health System Finance Committee, Idaho Technology Council Board of Trustees, and chairs the Idaho Technology Council Software Alliance.</p> <p>The passion Mr. Puga has for growing In Time Tec is directly correlated with his commitment to make a difference in this world. While the skill set he has acquired is impressive, his tenacity to foster self-expression among his peers, employees, and clients sets him apart. He has been an integral part of building a platform that empowers each employee and client to dream, learn, do, and become more. More specifically, he encourages those around him to be pulled forward by the future they want. By holding space for accountability and discipline, he supports others in seeing their desired future realized. His unique ability to foster forward-thinking attitudes and facilitate immediate action is evident in In Time Tec's culture of vision and execution.</p> <p>As a co-founder of In Time Tec, Mr. Puga's leadership has contributed to In Time Tec's successes and reputation. In Time Tec has been recognized as the Best Place to Work in Idaho in the micro-company category, has become an Inc. 5000 company, and has grown to have over 250 employees and 6 offices in India and the United States.</p>
Brandon Reidhaar	<p>Brandon Reidhaar is partner and Marketing Director at Pith Works. His experience as an outdoor industry and marketing professional came in handy while at Georges Cycles. He was instrumental at keeping their message and brand at the top of their market in Idaho. He has over 10 years of experience with many local and national brands in sales and marketing of the outdoor recreation industry. He is a graduate of Boise State University and is working towards his MBA.</p>
Brandy Reiland	<p>Brandy Reiland is the owner and creative director of Soiree Weddings and Events, a full-service design and planning studio based in Boise, Idaho. Launched in 2006 after seeing a distinct need for</p>

change in the way weddings and social events were approached in Idaho, Ms. Reiland and her team have been creating destination experiences through strategic planning and artful design ever since. Soiree is fortunate to have been featured in local and national media such as Martha Stewart Weddings, Style Me Pretty, Huff Post Weddings, The Today Show, Rocky Mountain Bride Magazine, and more.

Jeff Reynolds

Jeff Reynolds serves as Trailhead's Director of Engagement. Mr. Reynolds spent nearly 15 years as marketing consultant and advertising agency owner before jumping to startup life. Once there, he became co-founder, chief product officer and chief marketing officer of a venture-backed company that was featured by the *New York Times*, *Good Morning America* and *Fast Company*, among others.

Rick Ritter

Collin Rudeen

Collin Rudeen first came up with the idea of opening a brewery when he signed up for a community garden. He wondered why there couldn't be a fresh pint of his favorite malty beverage for pickup along with his monthly box of vegetables. Just like that, Boise Brewing was born. From idea to opening day was about a two-year process.

Boise Brewing raised some of their start-up costs from an online kick-starter campaign. However, Mr. Rudeen saw an opportunity in the idea of community-funded projects. After many meetings with lawyers and banks, the idea of a community-supported brewery was born. Much like a co-op, owners buy "stock" in the brewery and own a portion, with dividends paid out in beer. Boise Brewing is currently one of only a couple of breweries in the country to offer an ownership program of this kind. With the help of over 280 individual owners and businesses; Boise Brewing raised enough money to open its doors to the public in June 2014.

Mike Trueba

Mike Trueba is an Idaho Business Development Manager, building relationships with bankers and potential borrowers, and advising the Lending Team on structuring financing requests. Before joining Montana & Idaho CDC, Mr. Trueba worked in the banking industry as a commercial lender. He holds a Bachelor of Business Administration from Boise State University.

Tim Tyree

Tim Tyree handles all types of commercial transactions, including business formations, mergers and acquisitions, sales, leases, development, franchising, permitting, and financing. He is the chair of the business and real estate practice groups and the renewable energy practice group, with extensive experience in renewable energy project leasing, permitting, and financing.