

# Business Essentials Summit: Elevate Your Business

Presented by University of Idaho Boise  
April 18, 2017 | 8:00 to 3:30 p.m. | The Riverside Hotel

*IMPORTANT: The following schedule provides two tracks for participants.*

*Track One: Ready to Launch has been developed with the aspiring/new entrepreneur in mind.*

*Track Two: Go Higher was developed to best serve the established business owner.*

*However, please attend whichever presentations interest you. The Bonus Track at the bottom of this program also includes additional presentations for your consideration.*

## Registration

8:00 – 8:45 a.m. | Registration/Check-In and Networking

## Track One: Ready to Launch

8:45 – 9:45 a.m.	<b>Starting a Business: Unplugged</b> Panelists include Brandi Reiland of Soiree, Nick Crabbs of Vynyl, Jennifer Lastra of 360 Immersive, and Levon Arnold of Long Arm Mechanics. Moderated by Jeff Reynolds. <i>Location: Juniper</i>
9:45 – 10:00 a.m.	Break
10:00 – 11:00 a.m.	<b>PR &amp; Media Relations</b> Presented by Sophie Sestero and Shea Anderson of Fahlgren Mortine <i>Location: Juniper</i>
11:00 a.m. – 12:15 p.m.	<b>Lunch and Keynote Address</b> Sylvia Hampel of Clearview Cleaning <i>Location: Ponderosa/Tamarack</i>
12:15 – 1:15 p.m.	<b>Legal 101</b> Lee Dillion, University of Idaho Small Business Legal Clinic <i>Location: Juniper</i>
1:15 – 1:30 p.m.	Break
1:30 – 2:30 p.m.	<b>Funding 101</b> Panelists include Kathy Lorenz of Zions Bank, Jolene Anderson of Keiretsu Forum, Mike Trueba of Montana and Idaho CDC, Dave McEwen of the Idaho SBDC, and Collin Rudeen of Boise Brewing (crowdfunding). Moderated by Rick Ritter. <i>Location: Juniper</i>
2:30 – 3:00 p.m.	<b>Closing Messages: Go Forth and Do</b> Mark Chopin, UI Dean of the College of Business and Economics <i>Location: Ponderosa/Tamarack</i>
3:00 – 3:30 p.m.	Networking

## Track Two: Go Higher

8:45 – 9:45 a.m.	<b>Managing Growth</b> Panelists include Dan Puga of In Time Tec, Leif Elgethun of Retrolux, Ken Cortez of Metalcraft, Inc., Melynda Boswell of Boswell Asphalt Paving Solutions, and Ian Harris of Vynyl. Moderated by Mark Chopin. <i>Location: Laurel</i>
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9:45 – 10:00 a.m.	Break
10:00 – 11:00 a.m.	<b>Legal 201: Presented by Hawley Troxell</b> Panelists include Brad Frazer, John Ashby, and Tim Tyree. <i>Location: Laurel</i>
11:00 a.m. – 12:15 p.m.	<b>Lunch and Keynote Address</b> Sylvia Hampel, Clearview Cleaning <i>Location: Ponderosa/Tamarack</i>
12:15 – 1:15 p.m.	<b>Funding 201</b> Panelists include Kathy Lorenz of Zions Bank, Jolene Anderson of Keiretsu Forum, Jerry Dunn of A10 Capital, Dave McEwen of the Idaho SBDC, and T. Dame of Proof Eyewear (crowdfunding). Moderated by Rick Ritter. <i>Location: Laurel</i>
1:15 – 1:30 p.m.	Break
1:30 – 2:30 p.m.	<b>Social Media</b> Presented by Ward Duft of Stoltz Marketing Group <i>Location: Laurel</i>
2:30 – 3:00 p.m.	<b>Closing Messages: Go Forth and Do</b> Mark Chopin, UI Dean of the College of Business and Economics <i>Location: Ponderosa/Tamarack</i>
3:00 – 3:30 p.m.	Networking

### Bonus Track

10:00 – 11:00 a.m.	<b>HR: Hiring Your First Employee</b> Presented by Kim Boyack of the IRS and Cynthia Adrian of the Idaho State Tax Commission <i>Location: Aspen</i>
1:30 – 2:30 p.m.	<b>HR: Independent Contractor vs. Employee</b> Presented by Carolyn Casebolt and Ben Thill of Idaho Department of Labor, Ryan Linnarz of the Idaho Industrial Commission, and Kim Boyack of IRS. <i>Location: Aspen</i>

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