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.

<table>
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<th>Registration</th>
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<td>8:00 – 8:45 a.m.</td>
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<tr>
<th>Track One: Ready to Launch</th>
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| 8:45 – 9:45 a.m. | Starting a Business: Unplugged  
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.  
Location: Juniper |
| 9:45 – 10:00 a.m. | Break |
| 10:00 – 11:00 a.m. | PR & Media Relations  
Presented by Sophie Sestero and Shea Anderson of Fahlgren Mortine  
Location: Juniper |
| 11:00 a.m. – 12:15 p.m. | Lunch and Keynote Address  
Sylvia Hampel of Clearview Cleaning  
Location: Ponderosa/Tamarack |
| 12:15 – 1:15 p.m. | Legal 101  
Lee Dillion, University of Idaho Small Business Legal Clinic  
Location: Juniper |
| 1:15 – 1:30 p.m. | Break |
| 1:30 – 2:30 p.m. | Funding 101  
Location: Juniper |
| 2:30 – 3:00 p.m. | Closing Messages: Go Forth and Do  
Mark Chopin, UI Dean of the College of Business and Economics  
Location: Ponderosa/Tamarack |
| 3:00 – 3:30 p.m. | Networking |

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<th>Track Two: Go Higher</th>
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| 8:45 – 9:45 a.m. | Managing Growth  
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.  
Location: Laurel |

Schedule continues on back of page
9:45 – 10:00 a.m. | Break

10:00 – 11:00 a.m. | **Legal 201: Presented by Hawley Troxell**  
Panelists include Brad Frazer, John Ashby, and Tim Tyree.  
*Location: Laurel*

11:00 a.m. – 12:15 p.m. | **Lunch and Keynote Address**  
Sylvia Hampel, Clearview Cleaning  
*Location: Ponderosa/Tamarack*

12:15 – 1:15 p.m. | **Funding 201**  
*Location: Laurel*

1:15 – 1:30 p.m. | Break

1:30 – 2:30 p.m. | **Social Media**  
Presented by Ward Duft of Stoltz Marketing Group  
*Location: Laurel*

2:30 – 3:00 p.m. | **Closing Messages: Go Forth and Do**  
Mark Chopin, UI Dean of the College of Business and Economics  
*Location: Ponderosa/Tamarack*

3:00 – 3:30 p.m. | Networking

**Bonus Track**

10:00 – 11:00 a.m. | **HR: Hiring Your First Employee**  
Presented by Kim Boyack of the IRS and Cynthia Adrian of the Idaho State Tax Commission  
*Location: Aspen*

1:30 – 2:30 p.m. | **HR: Independent Contractor vs. Employee**  
Presented by Carolyn Casebolt and Ben Thill of Idaho Department of Labor, Ryan Linnarz of the Idaho Industrial Commission, and Kim Boyack of IRS.  
*Location: Aspen*