



REGIONAL ECONOMIC DEVELOPMENT FOR EASTERN IDAHO  
(Covering Southeast and East Idaho)

# WHAT'S UP IN EASTERN IDAHO!

**FIFTH ANNUAL CONFERENCE**

**FRIDAY, OCTOBER 25, 2024**

**9:00 A.M. TO 1:00 P.M.**

**(REGISTRANT CHECK-IN -- 8:20 TO 8:50 A.M.)**

**MELALEUCA EVENTS CENTER  
4609 WEST 65TH SOUTH - IDAHO FALLS**

Registration is now open! Take advantage of the Early-Bird  
Registration of \$59 through October 22nd.

Registration will increase to \$99.00 after October 22nd.

[Click here to register!](#)

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## AGENDA

9:00 – 9:15  
a.m.

**WELCOME & OPENING  
REMARKS**

**Teresa McKnight,**  
CEO of REDI

9:15 – 10:15  
a.m.

**KEYNOTE: BEING  
INSTRUMENTAL IN SEEING  
UTAH BECOME THE 'SILICON  
SLOPES OF THE NATION' AND  
HOW THIS CAN BE REPLICATED  
IN OTHER STATES**

**A. Scott Anderson,**  
Retired President &  
CEO of Zions Bank

This presentation will provide an overview of how Utah leaders came together to build Utah's Silicon Slopes; the importance of statewide business, university, civic, and community leaders working together; and how the strength of this partnership has built a strong economic ecosystem that has changed the dynamics of Utah and positioned Utah 'to be the startup capital of the nation'.



10:15 – 10:45  
a.m.

**GUEST SPEAKER: INNOVATING  
HYDROPONIC GREENHOUSES  
AND WASTE HEAT IN IDAHO**

**Jay Jorgensen,**  
Founder and CEO of  
GeoBitmine

As the Founder and CEO of GeoBitmine, Jay is passionate about creating innovative solutions that leverage the power of Hydroponic Greenhouses and Data Centers to benefit communities and the environment. With over 10 years in the automation and material handling industry, Jay has developed a patent-pending process that recycles the waste heat from Data Center Modular Containers into various facilities, such as greenhouses, vertical farms, hospitals, and warehouses by closing the loop on energy-intensive Data Processing and applying sustainable design principles.

Jay helps communities grow their local produce, create jobs, and foster a better tomorrow for the next generation of farmers. Jay's vision is to design the way the world interacts with HPC Data Processing and make it a force for good. Jay will discuss how GeoBitmines' sustainable design can help save water, create jobs, reduce carbon emissions, provide 4 crops per year to supplement farmers income, create fresh produce for communities, and create a model for innovative growing and opportunities for Idaho to lead the change.



## AGENDA

10:45 – 11:40  
a.m.

### **SPECIAL SPEAKER: REDEFINING THE TRADITIONAL**

**Carol Stewart,**  
Vice President,  
Tech Parks Arizona,  
University of  
Arizona

In today's rapidly evolving world, it is a necessity to develop innovative approaches to collaboration and continually be 'Redefining the Traditional'. This forward-thinking approach identifies new paths to innovation where we will explore unconventional ideas, embrace change, and adapt to emerging trends. Using case studies, featured will be several transformational projects demonstrating how the University of Arizona is leveraging innovative collaborations that are redefining traditional programs.

The presentation offers a perspective on how universities, municipalities, and businesses can redefine public/private partnerships, redefine the benefits of research, traditional research parks (Innovation Districts), and startup incubator models – creating dynamic ecosystems of innovation.



During this session, we will:

1. Explore new partnerships by identifying industry-focused environments where collaboration can flourish, leveraging shared goals and complementary expertise to drive innovation and address industry-specific challenges effectively.
2. Expand entrepreneurial mindset and business support in both urban and rural communities by providing best practices in startup support, empowering local entrepreneurs with the knowledge and skills required to navigate the entrepreneurial journey effectively.
3. Transitioning from legacy frameworks to agile, forward-thinking strategies that align with market demands, ensuring continued relevance and competitiveness in a rapidly changing landscape.

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11:40 – 12:00  
p.m.

### **SPECIAL INNOVATION AWARD TO BE PRESENTED TO AN EASTERN IDAHO REGIONAL LEADER**

**Michael Watson,**  
Vice-Chair, REDI's  
Board of Directors

**\*Regional Innovative Leader to be announced at Conference**

## AGENDA

12:00 – 12:40  
p.m.

### **SPECIAL SPEAKER: THE MEGA MUSTS OF MARKETING!**

**Lisa Fischbach,**  
Principal, MCS  
Advertising

Whether you're balancing current marketing efforts alone or managing an in-house or an outside marketing team, don't miss MCS Advertising's brush-up on marketing in 2024.

Led by industry veteran Lisa Fischbach, buckle up for a galloping 40-minute presentation highlighting: how to develop your audience persona[s], and review our growing eastern Idaho market demographics; uncover what's working now in traditional and digital media, as well as identify which type of content currently gets the most bang for the buck.

Discover what foundational tenets you may be overlooking – potentially holding your business back in 2024 and beyond. Takeaways will enhance your fourth-quarter efforts and inform your plans for a robust 2025.



12:40 – 1:00  
p.m.

### **GRAND PRIZE DRAWING, PRESENTATION OF COMMEMORATIVE COIN & CLOSING REMARKS**

**R. Scott Reese,**  
Chair of REDI's  
Board of Directors

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**FIFTH ANNUAL CONFERENCE**

EASTERN IDAHO IS



## **THANK YOU FOR YOUR SUPPORT!**

**WE LOOK FORWARD TO SEEING YOU AT THIS YEAR'S "WHAT'S UP IN  
EASTERN IDAHO!" FIFTH ANNUAL CONFERENCE ON FRIDAY, OCTOBER 25,  
2024!**

**A SPECIAL COMMEMORATIVE GOLD COIN WILL BE PRESENTED TO ALL  
ATTENDEES.**

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**MARK YOUR CALENDARS FOR REDI'S SIXTH  
ANNUAL CONFERENCE ON  
FRIDAY, OCTOBER 24TH, 2025**

**9:00 A.M. TO 1:00 P.M**

**(Location TBA)**

**We invite you to commemorate REDI's fifth anniversary of "What's Up in Eastern Idaho!".  
Our program boasts a stellar lineup of industry experts and thought-provoking topics.  
This year's conference promises to be an event not to be missed!**