



REGIONAL ECONOMIC DEVELOPMENT FOR EASTERN IDAHO
(Covering 16 Counties in 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**

www.rediconnects.org

Thank you to our sponsors!

PLATINUM SPONSORS



**Idaho
Central**[®]
CREDIT UNION



Melaleuca
*The Wellness Company*SM

Thank you to our sponsors!

GOLD SPONSOR



PARTNER SPONSOR

ZIONS BANK®

AGENDA

9:00 – 9:15
a.m.

**WELCOME & OPENING
REMARKS**

Teresa McKnight,
CEO of REDI

9:15 – 10:15
a.m.

**KEYNOTE: Keepers of the
Flame – Ensuring an Inclusive
Economy**

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.

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

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

WHAT'S UP IN EASTERN IDAHO!



A. Scott Anderson

A. Scott Anderson retired from Zions Bank in April 2024 after 33 years with the bank, including more than 25 years as president and CEO. Founded in 1873, Zions Bank is Utah's oldest financial institution and is the only local bank with a statewide distribution of local branches. In his retirement, Scott continues to serve the bank and the community in his role as nonexecutive chair of the Zions Bank Advisory Board.

Scott began his banking career in San Francisco as part of Bank of America's international banking division. He was later assigned to Tokyo, where he spent seven years before returning to San Francisco to establish a small business banking program and manage the company's main office in the city.

A native of Salt Lake City, Scott joined Zions Bank in December of 1990 as executive vice president of Retail Banking. He assumed his role as president and CEO in January of 1998. During his more than a quarter century in this role, Zions Bank's assets grew from approximately \$6 billion to nearly \$23 billion. Scott has also been a powerful voice for the banking industry, including serving as chair of the Utah Bankers Association and the American Bankers Association.

Active in community affairs, Scott has served, or is currently serving, as a board member for numerous civic, business, and nonprofit organizations.

Anderson received a bachelor's degree in philosophy and economics from Columbia University in New York. He also received a master's degree in economics and international studies from Johns Hopkins University in Baltimore, Maryland.



Jay Jorgensen

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 the community 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.



Carol A. Stewart

Carol Stewart, a long-standing authority on research parks, is the Vice President for Tech Parks Arizona at the University of Arizona. Stewart is President & CEO of the UA Tech Park at Rita Road and the UA Tech Park at The Bridges. She is also president of the University of Arizona Center for Innovation, a technology business incubator network serving the University of Arizona, Tucson and international community.

Stewart's expertise in university research parks spans decades and nations with more than 20 years of experience working with research parks, technology commercialization, business incubation, governmental relations, and business development.

As a pioneer in the research park world, she has standardized programs, created national and international networks, built technology clusters, engaged stakeholders, and assisted countries with the development of their national science and technology policies.

She is a member of Southern Arizona Leadership Council, Flinn Foundation Roadmap Steering Committee, the Canadian Executives Program, Tucson Airport Authority, Canada Arizona Business Council, Charter 100, Women Leading Southern Arizona and she also serves on the Board of Directors for Tucson Metro Chamber of Commerce, Pima County's Workforce Investment Board, Arizona Technology Council, Desert Angels, BIOSA, University Association of Economic Development and is the North American Division President for the International Association of Science Parks (IASP). Carol was also recognized in 2020 as one of the 50 Most Influential Women in the State of Arizona, and as one of the Women Leading the Region in Southern Arizona in 2021.

Stewart is passionate about her community and serves as a champion in university-based economic development.



WHAT'S UP IN EASTERN IDAHO!



Lisa Fischbach

Award-winning marketing firm MCS Advertising, is nearing their milestone 35th anniversary in eastern Idaho. Current agency owner and principal Lisa Fischbach has never looked back since acquiring the firm in 2006, growing the business by relying upon the genius of her incredible crew. Based in the heart of downtown Idaho Falls, MCS Advertising is known for a holistic, full-spectrum approach that is scalable to each client's individual needs.

Guiding clients as they grow their market share by developing a 360-brand fuels the passion that propels and inspires new ideas every day. From helping a small community bank grow from \$250M in assets to a billion-dollar institution, to collaborating with favorite local art and cultural community influencers like the Idaho Falls Symphony, and the IF Downtown Development Corporation, Lisa and her team have enjoyed success in innumerable ways that are not always measured in dollars.

Lisa surrounds herself with the most ambitious and gifted people she can find, especially benefitting from the student connection developed with ISU's marketing and advertising departments. This relationship built through years of serving on the board of the IF Advertising Federation, has enabled MCS to host myriads of interns over the years, with many deciding to become full-time staffers.

Teresa McKnight



Teresa McKnight is the CEO of Regional Economic Development for Eastern Idaho (REDI). McKnight is an entrepreneurial driven executive with more than 25+ years' experience developing community, economic development, and philanthropy ecosystems. She is a facilitator and builder of public-public and public-private partnerships, strategic initiatives, Innovation Districts, tech commercialization, and moving new ideas to market. McKnight is a leader in government affairs and legislative initiatives and is an expert in forming non-profit organizations. She is a strong advocate of partnerships to further enhance and strengthen local, regional, and state economies, and she is a strong innovative leader with a passion for building long-lasting relationships between business, industry, university, government, and community.

As CEO of REDI, Ms. McKnight works closely with business, industry, university, and civic partners to promote regional economic development through business retention, expansion, and recruitment; workforce development, education, training, and recruitment; and increased research and entrepreneurial activities across Eastern Idaho.

Prior to joining REDI, Ms. McKnight served as the Director of the State of Utah Incubation Enterprise and Technology Outreach Program under Utah Governor Herbert. She led the development of the first statewide incubation program in Utah and negotiated the first-of-its-kind Partnership Agreement between the State of Utah and the United States Air Force.

Prior to working for the State of Utah, Ms. McKnight led regional economic development efforts through the development of several large Innovation Districts - in three different states - raising over \$250 million in public and private dollars.

Ms. McKnight holds a master's in business administration (MBA) from Utah Valley University and a bachelor's degree in business administration from Utah State University. McKnight has also received several honors and awards, including an award for Excellence in Rural Economic Development from the Department of Commerce in Washington, DC, and the Chamber of Commerce Achievement Award in Business.

She serves on Idaho State University's ESTEC Advisory Board, Zions Bank Advisory Board, Idaho Economic Development Association Board of Directors, and several local and regional advisory boards. She is also an advisor and member of several national economic development, incubation, and commercialization organizations.

WHAT'S UP IN EASTERN IDAHO!



SPECIAL INNOVATION AWARD WINNER



R. Scott Reese

R. Scott Reese is the Emergency Management Director for Bingham County. He is a graduate of Blackfoot High and attended Idaho State University studying political science.

Scott was elected as Blackfoot's youngest mayor, at age 28, and was the first to serve three consecutive terms. Scott worked at the family business until he became the first full time mayor.

Scott serves as Chairman of the Blackfoot Urban Renewal Agency and served as Chairman of the Bingham Economic Development Corporation. He was on the Blackfoot Chamber of Commerce Board of Directors, served as the Bingham County Republican Party Chairman, was on the Board of Directors for the Association of Idaho Cities, and served on the Blackfoot School Board. He served six years as Chairman of the Idaho Employer Support of the Guard and Reserve.

REDI TO BE INVOLVED?

Becoming a member of the Regional Economic Development for Eastern Idaho (REDI) offers business owners a powerful opportunity to grow and thrive in a dynamic and collaborative environment. By joining, you gain access to valuable resources, including networking opportunities, strategic partnerships, and expert support to help expand your business.

REDI actively promotes the region's economic development, attracting new businesses and investments that create a thriving ecosystem. Membership positions your business at the forefront of regional growth initiatives, giving you a competitive edge, greater visibility, and access to a larger pool of talent, innovation, and customers.

HAVE A VOICE AT THE TABLE AND MAKE REAL CHANGE.



Teresa McKnight, CEO
tmcknight@rediconnects.org
T 208 . 522 . 2014
C 406 . 580 . 7002
www.rediconnects.org



YOUR BANK
of a lifetime

Bank of Commerce

FDIC

WHAT'S UP IN EASTERN IDAHO!

SIXTH ANNUAL CONFERENCE

EASTERN IDAHO IS



YOU WILL NOT WANT TO MISS THIS CONFERENCE!

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)

LOOKING AFTER YOUR DAILY BALANCE

Join today // iccu.com

Insured by NCUA.



Idaho
Central
CREDIT UNION