

Campaign 2013-2015

January 2014

Dear Partners:

Business Plus is gearing up for a new year!

2013 Regional Success: Over the past 18 months the Magic Valley has had tremendous success bringing in or assisting with the growth of seven new businesses, over 1,700 direct jobs and \$780M in capital expenditures.

Other parts of the state are taking note of our region's success and wondering what they can learn. Recent articles mention our area's teamwork, including working with the College of Southern Idaho, and our unique regional focus. Links to five recent articles can be found at the end of this E-News edition under "What Others are Saying About the Magic Valley."

Traveling Board and Group Lunches: For 2014 we will hold our quarterly board meetings in different locations to be followed by a business lunch. Business leaders will be invited to join the Board for lunch, to learn about the area's economic development efforts, and about Business Plus. The first quarter meeting will be held in Twin Falls, second quarter in Burley, third quarter in Jerome and the annual meeting will return to Twin Falls. We are excited to showcase our board members and give us a better presence throughout the region.

If you would like more information about our first lunch to be held on Thursday, February 13, 2014, please contact me.

We are grateful to all of our current investors for their support and hope to add to their numbers in 2014!

Rebecca Wildman, Executive Director
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Mission Statement:

Business Plus, Inc. is a regional non-profit made up of forward-thinking private businesses with the goal of growing our economy through job creation in the Magic Valley. To support this goal, Business Plus helps finance the marketing efforts of the Southern Idaho Economic Development Organization (SIEDO) in its recruitment of new companies to the region, and provides direct funding to companies that bring jobs to the region. [For more information about SIEDO, click here!](#)

What Others are Saying about the Magic Valley:

- **Times-News**, December 29, 2013 - [2013 Record Year for Magic Valley Economy](#)
- **North Idaho Business Journal**, December 31, 2013 - [Twin Falls' Secret Sauce](#)

Recent Check Presentations

US Bank



L-R: Lawrence Flournoy (U.S. Bank Southern Idaho Senior Lender), Travis Quast (Times-News Publisher and Business Plus Board Member), Scott Bame (U.S. Bank Branch Manager - Downtown Twin Falls), Tracy Silver (U.S. Bank Region President), Randy Palmer (Farm Bureau and Business Plus Board Member), Rebecca Wildman (Business Plus Executive Director), and Mitch Watkins (Watkins Distributing and President of Business Plus)

Wills Toyota



L-R: Neil Christensen (Allstate Insurance and Business Plus Board Member), Jim Capps (Intermountain Gas and Business Plus Board Member), Chris Wills (General Manager of Wills Toyota), Greg Wills (President of Wills Toyota), Travis Quast (Times-News Publisher and Business Plus Board Member), Rebecca Wildman (Business Plus Executive Director), Chris Pruitt (Neuhoff Communications - KMVT KTWT and Business Plus Board Member), and Mitch Watkins (Watkins Distributing and President of Business Plus)

Campaign 2013-2015 Investors:

PLATINUM (\$10,000-\$25,000)

D.L. Evans Bank
First Federal
Idaho National Lab (INL)

GOLD (\$5,000-\$9,999)

Idaho Power
Project Mutual Telephone (PMT)
St. Luke's Magic Valley
Zions Bank

SILVER (\$2,500-\$4,999)

Boise, Inc.
Farmers National Bank
Hilex Poly
Intermountain Gas
Lytle Signs
Oasis Stop 'N Go & Traveler's Oasis
Mr. Gas
Stevens Pierce & Associates CPAs
United Electric Co-op, Inc.
U.S. Bank
Watkins Distributing
Wells Fargo
WOW Logistics

BRONZE (\$1,000-\$2,499)

Alliance Title & Escrow
Allstate - Neil Christensen
American Real Estate and Appraisal
Burley Best Western
Cassia Regional (IHC)
Clear Springs Foods
Farm Bureau Insurance
Gossner Foods, Inc.
K&T Steel
Land Title & Escrow
Magic Valley Distributing
Nelson & Co.
Neuhoff Communications (KMVT)
Prudential Idaho Homes
Starr Corporation
Titlefact, Inc.
Westfall & Westfall CPAs
Wills, Inc.
Wills Toyota

COMMUNITY (\$100-\$999)

Eastern Idaho Railroad
Gem State Welders Supply
i.t. Integrated Technologies
New Leaf Properties
St. Luke's Jerome