

Campaign 2013-2015

August 2014

Dear Partners:

The Business Plus Board of Directors met at the Jerome Country Club on Thursday, August 7, inviting business leaders to learn more about economic development in the Magic Valley. Lunch was co-sponsored by **Con Paulos, Hilex Poly, and WOW Logistics.**

Mark Lopshire from WOW Logistics and Business Plus Board Member welcomed the group and invited business leaders to become investors in Business Plus. Current pledges are **\$377,000** (up from \$357,000 last May) with **56 investors.** The fund has \$185,500 in cash and \$9,500 in accounts receivable for a total of **\$195,000.**

Dan Olmstead from Idaho Power and past president of SIEDO reported on the marketing results of our region's 2013 success story - **seven new projects, \$800 million in new investments and 5,000 direct/indirect jobs.** The story was picked up by 5,000 national media outlets, appearing 52,000 times in just the first two weeks. Nearly 270 national websites picked up or syndicated our story resulting in an estimate of almost 1.3 million impressions. If SIEDO were to have purchased the ad space for this coverage it would have spent more than \$2.5 million. SIEDO was able to launch this ad campaign **and** contract with a local PR professional because of a \$30,000 grant from Business Plus. ***These numbers reflect the value of your investment in Business Plus!***

Jon Blaye with Jerome 20/20 informed the group about his experiences with Business Retention and Expansion (BRE). BRE is an important component in economic development efforts as a community's job growth is a result of BRE and business attraction.

Business Plus is pleased to have **Fisher & Sons** join our campaign. Renewing investors include **Oasis Stop 'N Go, Travelers' Oasis, and Idaho Power.** Thank you all for your support.

We have launched our new Business Plus website! We invite you to go to www.business-plus.org and take a look around. I hope you like the changes.

The next Board of Directors Meeting and community lunch will be held on Thursday, November 13, 2014, in Twin Falls with more details to come. We would love to visit with your organization about the benefits of focused regional economic development. Please give me a call.

Best regards,
Rebecca Wildman
Executive Director
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Mission Statement:

Business Plus, Inc. is a regional non-profit organization 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!](#)

August 2014 Board Meeting and Community Lunch:



Business Plus, SIEDO, the College of Southern Idaho, area businesses and community representatives met on August 7, 2014 at the Jerome Country Club.

Campaign 2013-2015 Investors:

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

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

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

Cooper Norman, CPAs
Idaho Power*
Magic Valley Bank
Project Mutual Telephone (PMT)*
St. Luke's Magic Valley*
Washington Federal
Zions Bank

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

DOT Foods
EHM Engineers, Inc.
Farmers National Bank
Hilex Poly Co. LLC
Intermountain Gas Company*
Lytle Signs
Mr. Gas*
Oasis Stop 'N Go & Travelers' Oasis*
PCA Packing Corporation of America
(formerly Boise, Inc.)*
Stevens Pierce & Associates CPAs*
Times-News
United Electric Co-op, Inc.
U.S. Bank
Watkins Distributing*
Wells Fargo Bank
WOW Logistics

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

American Real Estate and Appraisal
Best Western Burley Inn
Cassia Regional (IHC)*
Clear Springs Foods
Con Paulos, Inc.
Eastern Idaho Railroad (EIRR)
Elwood Staffing
Farm Bureau Insurance
Fisher & Sons
Givens Pursley, LLP
Gossner Foods, Inc.
K&T Steel Corp*
Land Title & Escrow*
Magic Valley Distributing*
Middlekauff Auto Group
Nelson & Co.
Neuhoff Communications-KMVT KSVT
Prudential Idaho Homes*
Starr Corporation*
Titlefact, Inc.*
Westfall & Westfall CPAs*
Wills, Inc.*
Wills Toyota

COMMUNITY (\$100-\$999)

Alliance Title & Escrow*
Gem State Welders Supply*
i.t. Integrated Technologies
Neil Christensen Insurance
New Leaf Properties
St. Luke's Jerome*

**indicates 10+ years of support since 2003*

INL Community Giving Program:

- **Idaho National Laboratory Community Giving Program**

INL funds philanthropic projects that focus on arts and culture, civic and community, and health and human services. It is important to INL to be a contributing partner in our community. The deadline is September 15, 2014. Please [click here](#) to be directed to the INL's website for the guidelines and application.

www.business-plus.org

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