

Campaign 2013-2015

February 2015

Dear Partners:

The Business Plus Board of Directors held its **First Quarterly Board Meeting and Community Lunch on February 26, 2015 at The Drift Inn in Rupert**. Business leaders and community members were invited to learn more about economic development in Southern Idaho and about Rupert in particular.

Kelly Anthon, Rupert City Administrator, explained how the Rupert community leveraged its strengths and worked with **SIEDO** and **SelectUSA** in recruiting Portuguese company **Frulact Group**, and how Rupert was recognized nationally for this effort. (To read more about this go to the US Department of Commerce website by [clicking here](#) and to President Obama's May 2014 report by [clicking here](#).)

WillTran, Inc.'s Vice President **Jerod Williams** and Regional Manager **Vic Wellard** were welcomed back to Rupert, after leaving the area in the 1990s. Williams commented on how impressed he was to work with Rupert in this relocation.

Thank you to **Dot Foods**, **Project Mutual Telephone (PMT)**, and **US Bank** for co-sponsoring this event!

Current pledges are at \$438,000 with 63 investors, up from \$430,000 and 60 investors in November. The fund has \$151,704 in cash and receivables.

I would love to tell you about the benefits and options of becoming an involved in regional economic development. Please give me a call.

Best regards,

Rebecca Wildman
Executive Director
BusinessPlusInc@msn.com
208-539-6470

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.

Investor Spotlight:

Lytle Signs was founded in 1948 by Ray and Florence Lytle. Three generations of the Lytle family have been involved in the business since, with Rex E. Lytle the current President. Lytle Signs employs over 75 full-time people with a focus on custom electric signs. Lytle Signs manufactures for regional and national companies including Tesoro Petroleum, IHOP Restaurants, Sinclair Oil, AmeriTel Inns and Arctic Circle Restaurants. They have facilities in Twin Falls and Meridian, Idaho. Visit Lytle Signs online at www.lytlesigns.com or call 208-733-1739. [Click here](#) for Lytle Signs on YouTube.



Rex Lytle is one of the original investors in Business Plus.

The SIEDO Report:

- **New Web Site:** SIEDO's new web site is live! Go to www.southernidaho.org!
- **New Projects:** SIEDO is actively working on several new projects including a new attraction in Burley and an expansion in Jerome.
- **Conferences:** Jan Rogers just attended the **Site Selectors Guild**, attended by the top national site selectors, providing an insight into how they evaluate communities for their clients. **SelectUSA**, at the end of March, is for foreign companies interested in investing in the USA. Representatives from Idaho and our region will sponsor a large booth and set one-on-one meetings with potential investors. Jan Rogers will speak at the pre-summit Academy. This conference is an excellent opportunity to introduce southern Idaho to the world.
- A report highlighting **SIEDO's media exposure** during 2014 is available [by clicking here](#).
- **Operation Facelift** has lost its kick-start funding this year from INL. In the past, each community was allocated \$100 to help initiate their Operation Facelift purchases such as paint, brushes, etc. **We're seeking another source for funding (about \$1,000) for Operation Facelift.** Recognition is given in all media materials, final ad announcing winners, and a business representative is included in project judging. If you are interested in learning more or can help with funding, **call Jan Rogers at 208-320-2136.**

Recent Check Presentations:

BERKSHIRE HATHAWAY HomeServices Idaho Homes & Properties



Left to Right: Brokers **Mandi Riddle** and **Tawni Wooten** with Sales Associates **Cindy Collins** and **Kent Collins**, and **Rebecca Wildman**, Executive Director of Business Plus. Cindy Collins also serves as Secretary for Business Plus, Inc.

Giltner, Inc.



Left to Right: Jason Meyerhoeffer, First Federal, Mark Lopshire and Rebecca Wildman with Business Plus, Giltner, Inc. **Greg Paulson**, CFO and Co-Owner, **Michelle Baughman**, VP of Administration and **Summer Comstock**, Marketing for Giltner, Inc.

Campaign 2013-2015 Investors:

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

First Federal
Idaho Central Credit Union

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

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

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

D.L. Evans Bank
Dot Foods
EHM Engineers, Inc.
Farmers National Bank
Idaho National Lab (INL)*
Intermountain Gas Company*
Lytle Signs
Mr. Gas*
NOVOLEX/Hilex Poly
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

**indicates 10+ years of support since 2003*

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

American Real Estate and Appraisal*
Banner Bank
Berkshire Hathaway HomeServices
Idaho Homes and Properties*
Best Western Burley Inn
Cassia Regional (IHC)*
Clear Springs Foods
Con Paulos, Inc.
Eastern Idaho Railroad (EIRR)
Elwood Staffing
Farm Bureau Insurance
First American Title Company
Fisher & Sons
Giltner, Inc.
Givens Pursley, LLP
Goode Motor Auto Group
Gossner Foods, Inc.
K&T Steel Corp*
Land Title & Escrow*
Magic Valley Distributing*
Middlekauff Auto Group
Nelson & Co.
Neuhoff Communications
- KMVT KSVT
Power Engineers
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*

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