

## Campaign 2013-2015

September 2015

Dear Partners:

The Southern Idaho Economic Development Organization (SIEDO) held its 14th Annual Summit on September 10, 2015. The theme "**Winning the Talent Attraction Game - Work Play Integration**" began with a panel of 25-35 year olds explaining what they look for in an employer, followed by a panel of business leaders sharing what they are doing to recruit and retain employees. Governor Butch Otter and Commerce Director Jeff Sayer spoke during lunch echoing the need for Idaho to recruit talent. Novolex/Hilex-Poly announced a major expansion at its Jerome, Idaho plant, adding 45 new jobs. The Summit concluded with an emphasis on our region's *Quality of Place*. Shawn Barigar and Nikki Daisher highlighted the benefits of living in Southern Idaho including a great place to raise families and "*five minutes from work to kayak.*"

The Summit was attended by over 140 people including Business Plus investors, community leaders, representatives of the College of Southern Idaho (CSI), and human resource professionals. **Business Plus presented \$90,000 to SIEDO as the private business sector's support of regional economic development.**

The following day we said good-bye to Jan Rogers as she stepped down from SIEDO's helm. SIEDO has formed a committee for recruiting a new executive director and the search process is underway.

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Current pledges for the three-year campaign are \$527,862, with \$156,094 in cash and receivables and 75 investors. Business Plus is pleased to have **McAlvain Management, Inc.** join our campaign and extends thanks to **Elwood Staffing, Fisher Construction, First Federal** and **Oregon Trail RV Park and Campground** for renewing their investments. We are grateful for your support!

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SIEDO relies on funding from the private business sector. If you are an investor in Business Plus then you are an investor in SIEDO and you are investing in creating new jobs and attracting talent to the region. If you are considering investing, we would love to meet with you. Please give me a call.

Best regards,  
*Rebecca Wildman*  
Executive Director  
BusinessPlusInc@msn.com  
208-539-6470

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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.*

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## Investor Spotlight



**Mr. Gas is a 92-year-old family company** with a mission to be the best convenience store in customer service and cleanliness. Mr. Gas promises to provide quick and friendly service in a clean and safe shopping environment while providing special pricing on a wide array of your favorite products.

Mr. Gas has six gas stations in Burley, Rupert and Twin Falls, Mr. Wash locations in both Burley and Twin Falls, and the Rupert station features the Growler Station. The South Overland location is home to Burley's best coffee and sandwiches with the Bent Bean and Gonzos Subs. Visit Mr. Gas at [www.MrGas.com](http://www.MrGas.com) or 208-678-3180.

**Mr. Gas has been an investor in Business Plus for over 12 years.**

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## Recent Media

- ["Business growth provides Twin Falls with about 3,000 new jobs thus far,"](#) *KMVT/KSVT*, September 23, 2015
- ["Career Fair Offers New Jobs Opportunities, Shorter Commutes,"](#) *Times-News*, September 17, 2015
- ["Attracting talent next step in S. Idaho food success, experts say,"](#) *Capital Press*, September 15, 2015
- ["Innovation Idaho: 3 Dairy Processors Make Magic Valley a Research Hot Spot,"](#) *Times-News*, September 14, 2015
- ["Hilex-Poly to get Tax Break to bring 45 New Jobs to Jerome,"](#) *Times-News*, September 11, 2015
- ["Governor Otter praises Magic Valley for business expansions,"](#) *KMVT/KSVT*, September 10, 2015

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## CSI Strategic Plan Survey

Business Plus partners with the College of Southern Idaho (CSI). CSI is seeking input to develop a new strategic plan and has asked us to help out by asking others to take a short survey. Participation is voluntary and your answers will be kept completely anonymous.\* If you haven't taken this survey yet, please follow the link below. A compilation of survey results will be shared on the CSI website once the survey is complete. The survey will remain open through **Friday, October 9th**. [CSI Survey](#)



If you have questions, please contact the CSI Office of Institutional Effectiveness at [cbragg@csi.edu](mailto:cbragg@csi.edu) or 208-732-6775.

\* The right to inspect and to receive a copy of public records at all reasonable times is absolute unless the record is exempt from disclosure by law. Survey results are public records. However, survey data is collected anonymously so comments cannot be attributed to any specific individual.

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## Recent Check Presentations:

### IDAHO CENTRAL CREDIT UNION



**L-R:** Janet Carrillo, Business Development Officer; Laura Smith, Public Relations Manager; Jeff May, Business Lending Officer; Rebecca Wildman, Business Plus; and Vee Chavez, Business Development Officer

### IDAHO POWER



**L-R:** Rebecca Wildman, Business Plus, and Dan Olmstead, Idaho Power Community/Public Relations

## Campaign 2013-2015 Investors:

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

First Federal  
Idaho Central Credit Union

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

Columbia Bank  
Cooper Norman, CPAs  
Idaho Dairymen's Association  
Idaho Power\*  
Project Mutual Telephone (PMT)\*  
St. Luke's Magic Valley\*  
Washington Federal  
Woodbury Corporation  
(Magic Valley Mall, Target, Best Buy  
& Dick's Shopping Centers)  
Zions Bank

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

D.L. Evans Bank  
Dot Foods  
EHM Engineers, Inc.  
Elevation 486  
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

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

American Real Estate and Appraisal\*  
Banner Bank  
Berkshire Hathaway HomeServices  
Idaho Homes and Properties\*  
Best Western Burley Inn  
Blue Lakes Inn & Snake River Pool  
& Spa  
Cassia Regional Medical Center -  
Intermountain Healthcare\*  
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.  
J-U-B Engineers, Inc.  
K&T Steel Corp\*  
McAlvain Management, Inc.  
Magic Valley Distributing\*  
Middlekauff Auto Group  
Minidoka Memorial Hospital  
Nelson & Co.  
Neuhoff Communications  
- KMVT KSVT  
Power Engineers  
Starr Corporation\*  
Titlefact, Inc.\*  
TitleOne (formerly Land Title &  
Escrow)\*  
Westfall & Westfall CPAs\*  
Wills, Inc.\*  
Wills Toyota

### COMMUNITY (\$100-\$999)

3-Day Kitchen & Bath  
Alliance Title & Escrow\*  
Boccard Life Sciences, Inc.  
Cable One  
Gem State Welders Supply\*  
i.t. Integrated Technologies  
Neil Christensen Insurance  
New Leaf Properties  
Oregon Trail RV Park  
St. Luke's Jerome\*

*\*indicates 10+ years of support since 2003*