

## Campaign 2013-2015

February 2016

Dear Partners,

The Business Plus Board of Directors held its First Quarter Meeting and Community Lunch on February 25, 2016 at Morey's Steakhouse. Over 70 people attended to learn about the region's economic development efforts through Business Plus and the Southern Idaho Economic Development Organization (SIEDO). **See the "12 COOL THINGS..." featured in this edition.**

**Brian Hackett** of Fabri-Kal informed the group about Fabri-Kal's operations since its grand opening in October 2015. **John Evans Jr.** talked about the history of D.L. Evans Bank as a regional community bank, including its recent opening of a branch in Paul, Idaho. John Evans and Jim Lynch both encouraged supporting Cassia County's school bond noting that education and economic development are two important keys to our future.

Thank you to **D.L. Evans Bank, Mr. Gas / Mr. Wash,** and **Packaging Specialties of Idaho (PSI)** for co-sponsoring this event!

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We welcome **Moss Greenhouses** to our investor group, and extend thanks to **Boccard Life Sciences, Cassia Regional Medical Center - Intermountain Healthcare, Giltner, Inc., New Leaf Properties,** and **Wills, Inc.** for renewing their investments. We are grateful for your support!

The Business Plus Fund currently has **76 investors** and **\$196,316** in cash and receivables deposited into accounts held by ten of our investor financial institutions.

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 marketing our region with the goal of creating new jobs and attracting talent. If you are considering investing in Business Plus, or would like to sponsor an upcoming event, please give me a call.

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.*

*Follow this link to the Southern Idaho Economic Development Organization's website.*

## SIEDO's 12 Cool Things...

SIEDO created **12 Cool Things You Can Only Find in Southern Idaho** as the first of a series of infographics to support talent attraction. It is designed to be used by businesses in our community to email, post on websites, and distribute via social media channels.

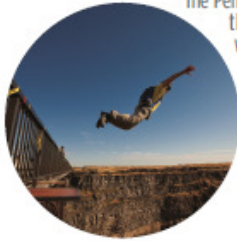
Please post on Facebook and Twitter to help promote our "cool" region!

# 12 COOL THINGS

## You Can Only Find In

### Southern IDAHO

#### 1 JUMP OFF A BRIDGE



The Perrine Bridge in Twin Falls is the only place in the U.S.A. where you can BASE jump year-round without a permit.

#### 2 WORLD'S LARGEST

commercial trout farm – Clear Springs Foods.

#### 3 IDAHO FRIES

One in every 3 French Fries consumed in the U.S.A. comes from Southern Idaho.

#### 4 EVEL SITE

The site of Evel Knievel's 1974 attempt to jump across the Snake River Canyon is still here.

#### 5 THE PERRINE BRIDGE



reaches across the vast Snake River 486 feet above the water.

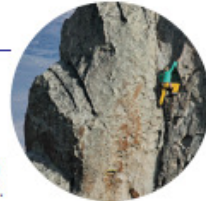
#### 6 MILK FLOWS

Over 27.5 million pounds of milk are produced here every day.

#### 7 1,100 LAKES

Sawtooth National Forest has 1,100 lakes and more than 3,000 miles of rivers & streams.

#### 8 CITY OF ROCKS NATIONAL RESERVE



rivals Yosemite National Park with more than 700 challenging climbs.

#### 9 HIGHER THAN NIAGARA!

Shoshone Falls in Twin Falls is 45 feet higher than Niagara Falls.



#### 10 15,000 YEARS

The region was formed over 15,000 years ago by the colossal Bonneville Flood.

#### 11 WORLD'S LARGEST

yogurt manufacturing plant – Chobani.



#### 12 THOUSAND SPRINGS

Thousands of natural waterfalls in Hagerman serve as the outlet for the massive Snake River Plain Aquifer that flows 1,308 beneath volcanic rock.

Southern IDAHO  
WORK|PLAY|INTEGRATION

[www.southernidaho.org](http://www.southernidaho.org)

## All Things Food Designation - New Logo



*Team Members,*

*As most of you are aware, South-central Idaho's food production, processing, and science cluster has gained national recognition as one of the nation's most significant and impactful economies.*

*Thanks to your help and support during the extensive grant application process, we were able to secure this important designation. Southern Idaho is now part of an exclusive club of 24-communities nationally with the Federal Manufacturing Community 'seal of approval' - and only one of four (and the smallest community) in the U.S. recognized in the food manufacturing category. This is a huge win for us!*

*Our partner Southern Idaho Economic Development Organization (SIEDO) has created, and is pleased to share with you, the logo we will be using to market and promote our designation. SIEDO and Region IV Development Association will be using this logo in the region's marketing materials, press releases, and other prominent avenues to drive interest to the area and to support our industry and community partners.*

*This coordinated campaign provides a unique opportunity to broadcast the region's national prominence and to recognize your contribution to the consortium. Please place the logo on your web site, use it in your materials, and include it as an addition to your email signature. To bring an additional spotlight to our Manufacturing Community and further validate our regional brand of "All Things Food," I would like to strongly encourage you to use the logo wherever possible. Please share this logo with others to do the same.*

*More information on the region's kick-off event and opportunities for continued collaboration are coming soon. Thank you again for your contribution to our achievement of the Manufacturing Community designation.*

*Carleen*

*Carleen M. Herring  
Senior Vice President and Chief Operating Officer  
Region IV Development Association, Inc.*

[Read more about the manufacturing community designation here.](#)

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## SIEDO Supports Regional Employers

**As a Business Plus Investor, we invite you to link your company's career webpage to SIEDO's website under "[Regional Employment Opportunities](#)." Please [email us](#) for more details and how to take advantage of this opportunity.**

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## Recent Media

### [Manufacturing Community Partnership Begins to Take Shape](#)

*Times-News*, February 19, 2016

### [Idaho economic study shows higher education expenditures are really investments](#)

*Idaho Statesman*, February 18, 2016

### [Hungry? Here are Five Regions Setting the Table in Food Production](#)

*Business Climate*, February 11, 2016

### [New Ready-Mix Concrete Facility to Open in Rupert](#)

*Times-News*, February 10, 2016

### [Interest in organic farming balloons in Idaho](#)

*Idaho Statesman*, February 9, 2016

### [Leaders Sought for Idaho Marketing, Development](#)

*Times-News*, February 7, 2016

### [Motherhood, Apple Pie and Economic Development](#)

*Idaho Politics Weekly*, February 7, 2016

### [Livability Southern Idaho 2016](#)

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## Check Presentations

### NU-VU GLASS



**L-R: Business Plus Board Members:** Neil Christensen, Jason Meyerhoeffer, Brad Wills, and Jeff Harris, and Business Plus Executive Director Rebecca Wildman. **Nu-Vu Glass team:** Mason Harper, Andy Borchardt, Dorothy Lattin, Jonny Funes, Rita Leiningner, Mike McCabe, Michael Lasure, and Sarah Goddard.

**Photo by:** Tim Kamplin, Shop Manager

## CON PAULOS CHEVROLET



**L-R:** Con Paulos, President, Jeff Backus, Inventory Manager, Rebecca Wildman, Executive Director of Business Plus, Costa Paulos, General Manager, Claudia Escobedo, F&I Manager, Matt Turbeville, General Sales Manager, Ross Mason, Sales Manager, Josh Gregg, Fixed Operation Manager, Chris Oglesbee, Parts Department Manager  
**Photo by:** Amber Startin, Office Manager

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## Campaign Investors

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

D.L. Evans Bank  
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)

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

American Real Estate and Appraisal\*  
Dot Foods  
EHM Engineers, Inc.  
Elevation 486  
Farmers National Bank  
Givens Pursley, LLP  
Idaho National Lab (INL)\*  
Intermountain Gas Company\*  
Lytle Signs  
Mountain West Realty  
Mr. Gas\*  
NOVOLEX/Hilex Poly

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

Farm Bureau Insurance  
First American Title Company  
Fisher Construction  
Giltner, Inc.  
Goode Motor Auto Group  
J-U-B Engineers  
K&T Steel Corp\*  
KMVT/KSVT  
McAlvain Group of Companies  
Middlekauff Auto Group  
Minidoka Memorial Hospital  
Nelson & Co.  
Nu-Vu Glass  
Power Engineers  
Starr Corporation\*  
TEC-Distributing of Idaho (formerly  
Magic Valley Distributing)\*  
Titlefact, Inc.\*  
TitleOne\*  
Westfall & Westfall CPAs / Impact  
Athletic Club\*  
Wills, Inc.\*  
Wills Toyota

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

Alliance Title & Escrow\*  
Boccard Life Sciences  
Cable One  
Gem State Welders Supply\*

Oasis Stop 'N Go & Travelers' Oasis\*  
PCA Packing Corporation of America  
(formerly Boise, Inc.)\*  
Times-News  
United Electric Co-op, Inc.  
U.S. Bank  
Watkins Distributing\*  
Wells Fargo Bank  
WOW Logistics  
Zions Bank

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

Banner Bank  
Berkshire Hathaway HomeServices  
Idaho Homes & Properties  
Best Western Burley Inn  
Blue Lakes Inn / Snake River Pool  
& Spa  
Cassia Regional Medical Center -  
Intermountain Healthcare\*  
Chobani  
Clear Springs Foods\*  
Collins Connection  
Kent & Cindy Collins  
Berkshire Hathaway HomeServices\*  
Con Paulos Chevrolet  
Eastern Idaho Railroad (EIRR)  
Elwood Staffing

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

i.t. Integrated Technologies  
Moss Greenhouses  
Neil Christensen Insurance  
New Leaf Properties  
Oregon Trail RV Park  
St. Luke's Jerome\*  
Stevens Pierce & Associates CPAs\*

**IN-KIND SUPPORT**

3-Day Kitchen & Bath  
Century 21 Riverside Realty  
Con Paulos Chevrolet  
D.L. Evans Bank  
Dot Foods  
Elevation 486  
Farm Bureau Insurance  
Goode Motor Auto Group  
Intermountain Gas Company  
KMVT/KSVT  
Minidoka Memorial Hospital  
Mr. Gas / Mr. Wash  
NOVOLEX/Hilex Poly  
Packaging Specialties of Idaho (PSI)  
Project Mutual Telephone (PMT)  
Starr Corporation  
United Electric Co-op, Inc.  
US Bank  
Watkins Distributing  
Wells Fargo Bank  
WOW Logistics

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**[www.business-plus.org](http://www.business-plus.org)**

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