

## Campaign 2013-2015

March 2016

Dear Partners:

Please join us in welcoming Jeff Hough, the new Executive Director for the Southern Idaho Economic Development Organization (SIEDO). Jeff will be meeting our community representatives and private business leaders over the next few months and learning more about our region. Please welcome Jeff and his family to the Magic Valley!



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Business Plus thanks **American Real Estate and Appraisal, The Collins Connection - Kent and Cindy Collins of Berkshire Hathaway HomeServices, Farmers National Bank, Minidoka Memorial Hospital, Project Mutual Telephone (PMT), TitleFact, TitleOne, and U.S. Bank** for their new and renewing investments. We are grateful for your support!

Business Plus will hold its second quarter Board of Directors Meeting and Community Lunch on Thursday, May 12th with more details to come. If you would like to co-sponsor this event, please let me know.

The Business Plus Fund currently has **\$205,267** in cash and receivables deposited into ten accounts held by 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.*

## The SIEDO Report

- SIEDO held its quarterly meeting on March 10th and announced Jeff Hough as its new Executive Director. Jeff can be reached at [jeffh@southernidaho.org](mailto:jeffh@southernidaho.org).
- SIEDO is supporting the region's efforts on more than 15 new projects including prospective new companies, and business expansion announcements.
- SIEDO representatives attended recent conferences including the IEDA Legislative Open House in Boise and Site Selectors Guild in Nashville.
- SIEDO is working on Talent Attraction with the [12 COOL THINGS you can only find in Southern Idaho](#) infographic, production of a 2-minute Southern Idaho Video, and participating in the SHRM Talent Recruitment Summit on May 13th. Please follow SIEDO on Twitter, Facebook and LinkedIn and *re-tweet* and *like* SIEDO's posts. SIEDO currently has 200 Twitter followers, 78 LinkedIn followers, and its Facebook page has reached over 23,000 people in the past month with 600 likes, comments and shares. This will help expand our reach to more people with news about southern Idaho.
- Contact SIEDO to link your open job opportunities to [SIEDO's Regional Employment Opportunities](#) web page.
- Article in *Expansion Solutions* March/April edition highlighting transportation in Mini-Cassia including Fabri-Kal, WillTran and Dot Foods.
- Operation Facelift will be held June 6-17.
- Select USA Conference in Washington DC is June 19. Southern Idaho will have several economic development representatives attending with SIEDO and partnering with the Idaho Department of Commerce at Idaho's large booth.



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## Recent Media

### [Our View: Investing in Twin Falls a Smart Move](#)

*Times-News*, March 31, 2016

### [Companies Report Increased Movement to Twin Falls](#)

*Times-News*, March 22, 2016

### [Chobani's \\$100M Plan: Yogurt Company to Expand Twin Falls Facility](#)

*Times-News*, March 17, 2016

### [Jeff Hough is new director of Southern Idaho Economic Development Organization](#)

*Idaho Business Review*, March 10, 2016

### [Chobani's New Dip and Drink Products Will be Made in Twin Falls](#)

*Times-News*, March 10, 2016

### [America's abandoned factories in hot demand](#)

*CNN Money*, March 8, 2016

### [To Market To Market Via Strategic Southern Idaho](#)

*Expansion Solutions Magazine*, March 2016

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

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**The Society for Human Resource Managers (SHRM)  
Upcoming Conference  
"The Quest for Talent Attraction: Strategies and Solutions"**

The Snake River Chapter of the Society for Human Resource Managers (SHRM) is hosting a talent attraction conference on Friday, May 13th 11:00 - 4:00 at the CSI Herrett Center.

To register: [The Quest for Talent Attraction: Strategies and Solutions](#)

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**Recent Check Presentations**

**CASSIA REGIONAL MEDICAL CENTER  
INTERMOUNTAIN HEALTHCARE**



**L-R:** Stephanie Curtis, Public Relations Communications Specialist, Rebecca Wildman, Executive Director of Business Plus, Rod Barton, Administrator, and Keri Perrigot, HR Director

**FARMERS NATIONAL BANK**



**L-R:** Erin Groves, Operations Supervisor, Mike Darrow, Branch Manager, Rebecca Wildman, Executive Director of Business Plus, Rebecca Prescott, Loan Secretary, and Patty Evans, New Accounts (Photo by Tony Kevan, Loan Officer)

## 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  
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)

Alliance Title & Escrow\*  
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

### 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)

Boccard Life Sciences  
Cable One  
Gem State Welders Supply\*  
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  
Fabri-Kal  
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  
Times-News  
United Electric Co-op, Inc.  
US Bank  
Watkins Distributing  
Wells Fargo Bank  
WOW Logistics

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