



25 YEAR ANNIVERSARY



Monday, June 1, 2026

9 am: Coffee Meet and Greet

10 am - 2 pm: Speaker Program
and Lunch

Herrett Center

College of Southern Idaho

315 Falls Avenue

Twin Falls, Idaho

Hosted by Business Plus, Inc.

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And a special thanks to our Legacy Leaders for their generous grant and support!

Agenda

COFFEE MEET AND GREET

9 am Herrett Center Patio

Sponsor Remarks

Jason Meyerhoeffer, President and CEO First Federal Bank

Move to Rick Allen Room

10 am Welcome and Introductions

Jim Evans, D.L. Evans Bank, SIEDO Board President

Master of Ceremonies

Kelly Anthon, Idaho Senate President Pro Tempore

PART I - CREATING SIEDO

The Starting Line

Lee Wagner, Co-Founder of SIEDO

Vann Cunningham, Former Consultant Lockwood Greene

Mark Mitton, Former Burley City Administrator

11 am Fifteen Minute Break

PART II - MAGIC VALLEY MIRACLE

11:15 am The Magic Valley Miracle

The Honorable C.L. “Butch” Otter, Former Governor of Idaho

Community Partners

Travis Rothweiler, Twin Falls City Manager

Mike Williams, Jerome City Administrator

Brett Boyer, Burley City Administrator

Kelly Anthon, Rupert City Administrator

Agenda

LUNCH

12 pm **Buffet in the Gallery**

Sponsor Remarks

Con Paulos, President Con Paulos Chevrolet

12:50 pm **Memorial Tribute**

Linda Hartgen, Legacy Leader and SIEDO Board Member

PART III - THE PRESENT

1 pm **CSI's Role in Regional Economic Development**

Dean Fisher, President College of Southern Idaho

**The State's Role in Economic Development and
Foreign Business Development**

The Honorable Scott Bedke, Lieutenant Governor of Idaho

PART IV - PASSING THE BATON

Advice from The Team

Honoring SIEDO's Leadership

Kelly Anthon, Idaho Senate President Pro Tempore

25 Years - One Hell of a Run!

Jan Rogers, Executive Director of SIEDO

Passing the Baton

Remarks from Incoming Executive Director of SIEDO

1:50 pm Rudy Ashenbrener, TitleFact, Inc., Business Plus President

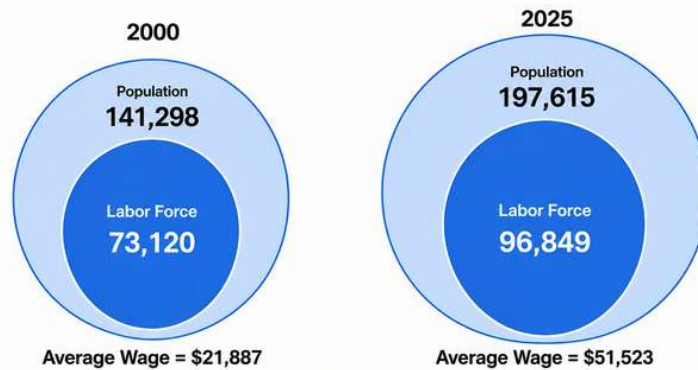
ADJOURN

Business Plus hires Lockwood Greene	1999	
Lockwood Greene released study results	2000	
DELL grant for \$500k (500+ jobs)	2001	SIEDO launches June 1st - Jan Rogers hired Recruiting DELL (Twin Falls) with cover story in <i>Expansion Solutions</i> ; begin <i>Outlook newsletter</i>
Solo Cup, Clay Custom Cabinets	2002	Recruiting WOW Logistics (Jerome); expansions for Solo Cup and Darigold
	2003	Recruiting Coast to Coast (Burley) and Loomix West (Twin Falls)
Hilex-Poly grant for \$200k (150+ jobs)	2004	Recruiting Hilex-Poly (Jerome), Gossner (Heyburn) and Kiefer-Built (Gooding); expansions on Jayco, and Rite Stuff Foods
Rite-Stuff and Gossner grants (76+ jobs)	2005	Recruiting Les Schwab Retread (Rupert), and Mulholland Positioning Systems (Burley); expansions on Glanbia and Kodiak NW
Stephen Hartgen named Executive Director Dutchman & Les Schwab Retread recruitment and Everton expansion grants (130+ jobs)	2006	Recruiting Dutchman Manufacturing (Burley) and Jackson/Scoular (Jerome); <i>SIEDO 5-year Anniversary Celebration</i>
Kodiak NW expansion grant (25 jobs)	2007	Recruiting Dot Foods (Burley); expansions on Brewster, Pacific Ethanol, and Pella
Dot Foods & High Desert Milk grants (125 jobs)	2008	Recruiting Keystone Automotive, and Packaging Specialties, Inc. (Burley); expansion on Jayco
	2009	Recruiting High Desert Milk and HyLine (Burley), and Idaho Milk Products (Jerome)
Grant for SIEDO's 'Swing Campaign'	2010	Recruiting C3 (TF), Idaho Wind Partners (Jerome); expansion on Jerome Cheese
	2011	Recruiting Gem State Processing (Heyburn), Natural Chem Holdings (Rupert), and WEL (Gooding); <i>SIEDO 10-year Celebration</i>
Mark Lopshire named Executive Director Chobani grant for \$150k (600+ jobs)	2012	Recruiting Chobani (TF); expansion on McCain Foods

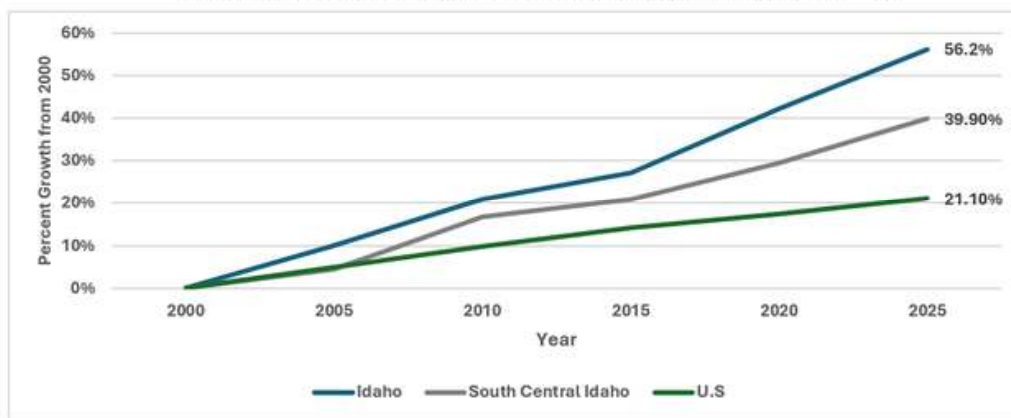
Rebecca Wildman named Executive Director Begin hosting quarterly events	2013	Expansion for Glanbia Innovation Center; National and International PR with VioletPR
	2014	Recruiting Clif Bar and Monsanto (TF), Fabri-Kal (Burley), Specialty Sales (Jerome), Double L (Heyburn), and WillTran (Rupert); SelectUSA
	2015	WOW expansion; SelectUSA; <i>'All Things Food'</i> earned U.S. Manufacturing Designation with PR resulting in 160M+ impressions and \$9M+ ad value
	2016	Recruiting Hard Core Ready Mix, Performix, and TranSystems (Rupert); wins two Awards from Expansion Solutions Magazine; SelectUSA
Legacy Leader group is launched	2017	Expansion on Jayco; <i>IEDC 'Gold Excellence' Award for '12 Cool Things' project</i> ; SelectUSA
	2018	Recruiting Dow Chemical (Burley) and CropLogic (TF); expansions for Commercial Creamery, IMP, and MV Quality Milk; SelectUSA
Funding rural communities and Operation Facelift through a grant to Rural Economic Development Services (REDS)	2019	Recruiting NewCold (Burley); taking on the area's Rural Economic Development Services (REDS) program; SelectUSA
REDS grant; Food Innovation Feasibility Study grant; Air Service Expansion grant and two Buy-Local grants	2020	<i>IEDC Gold Award for Virtual Fam Tour</i>
REDS grant	2021	Recruiting Hempitecture (Jerome) and Artisan Labs (Hansen); talent attraction initiatives
REDS grant	2022	Recruiting True West Beef (Jerome); expansion of Shell Oil; SelectUSA
REDS grant	2023	Leading Idaho at SelectUSA; pursuing new FDI opportunities with Business France and EU consultant
REDS grant	2024	Leading Idaho at SelectUSA; pursuing FDI opportunities; expansions of Dot Foods, Nelson-Jameson, Scoular, IMP, and Mart Group
REDS program sunsets	2025	Leading Idaho at SelectUSA; pursuing FDI opportunities; recruitment of Pipeline Plastics and expansions of Redox Bio-Nutrients
	2026	Leading Idaho at SelectUSA; new SelectIdaho new spin-off event; pursuing FDI opportunities June 1st new SIEDO Executive Director named

South Central Idaho: A 25-Year Snapshot

Population and Labor Force Comparison



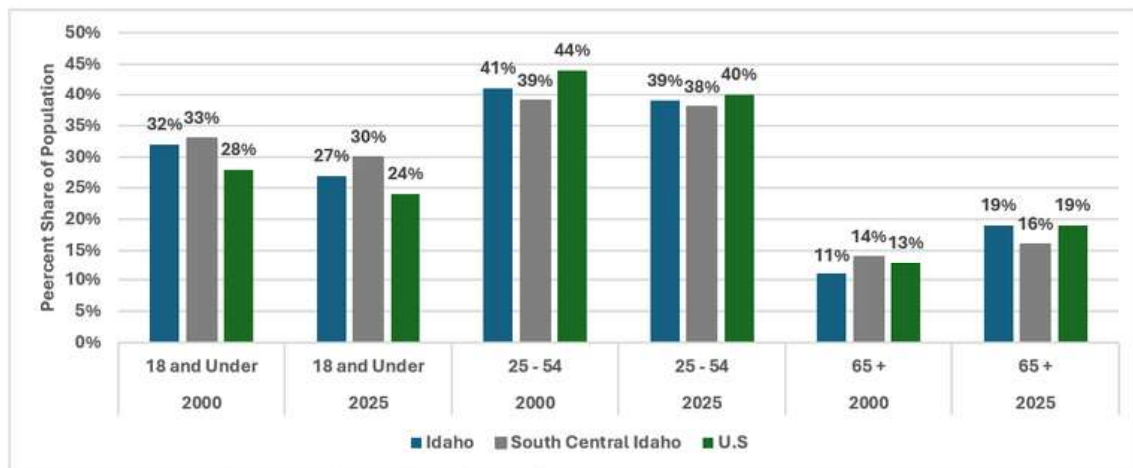
Idaho, South Central Idaho, and U.S. Population Growth, 2000 – 2025



Source: U.S. Census Bureau

- South Central's population growth has been a crucial component of the region's robust economic growth.
- South Central's population growth has been outpacing the nation since 2005.

Idaho, South Central Idaho, and U.S. Demographic Groups by Percentage Share of Population, 2000 – 2025

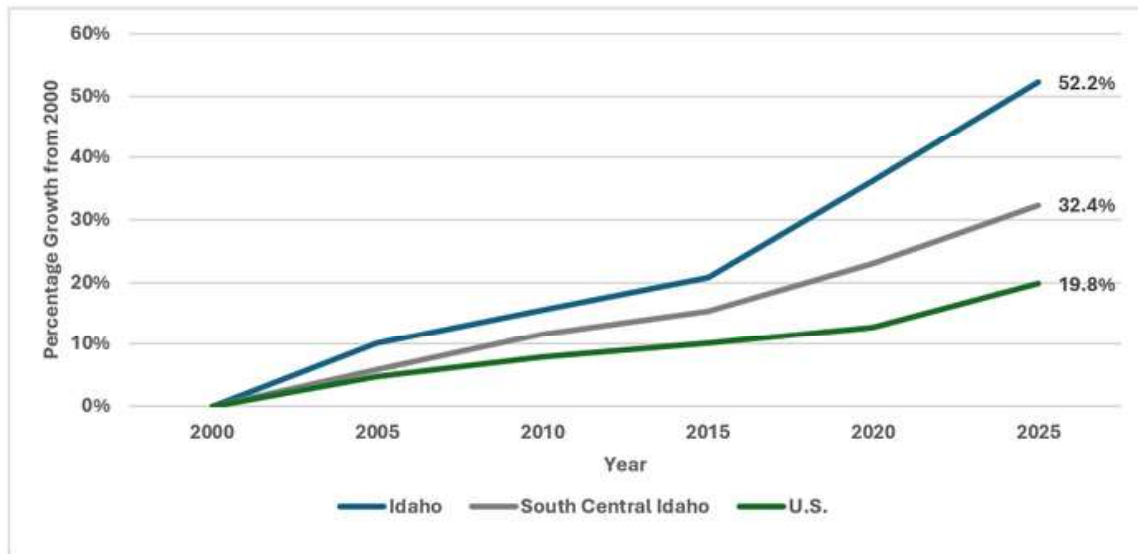


Sources: U.S. Census Bureau and Lightcast Economic Modeling

- While the population share of persons 18 and under has declined in all geographies, Idaho and South-Central Idaho have higher shares of persons 18 and under than the nation, with South Central having the highest share in both 2000 and 2025.
- South Central's greater concentration of young people gives the region a robust future labor force to draw from.
- On the national level, prime age workers (those aged 25 to 54) have declined as a share of total population from 2000 to 2025. While Idaho and South Central have also seen slight declines, it has been less volatile than the nation.

South Central Idaho: A 25-Year Snapshot

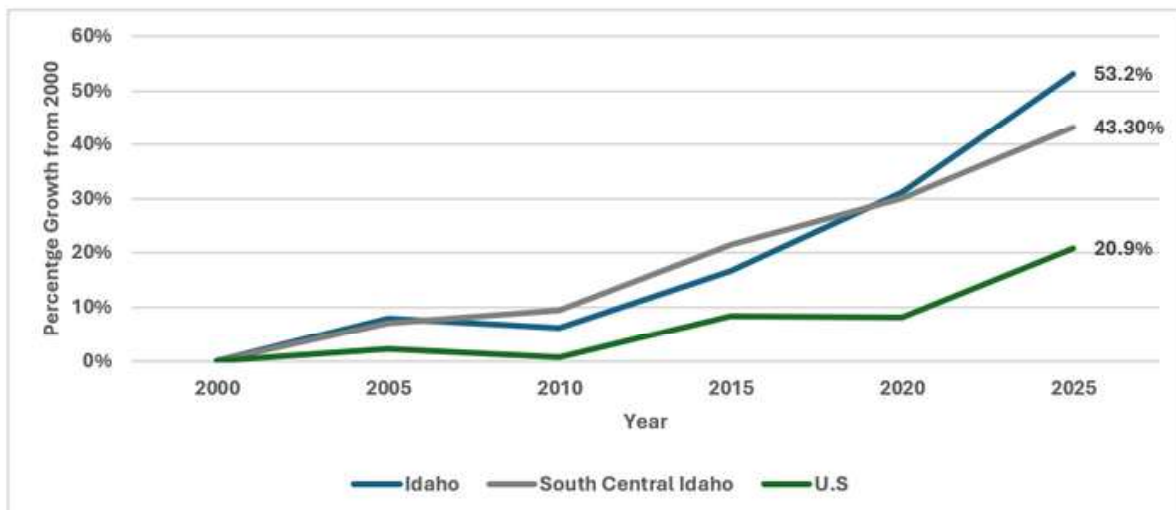
Idaho, South Central Idaho, and U.S. Labor Force Growth, 2000 – 2025



Source: U.S. Census Bureau

- South Central's labor force has consistently outpaced the nation for the past 25 years.
- Strong population gains and greater concentrations of young people help keep South Central's labor force strong now, and into the future.

Idaho, South Central Idaho, and U.S. Employment Growth, 2000 – 2025

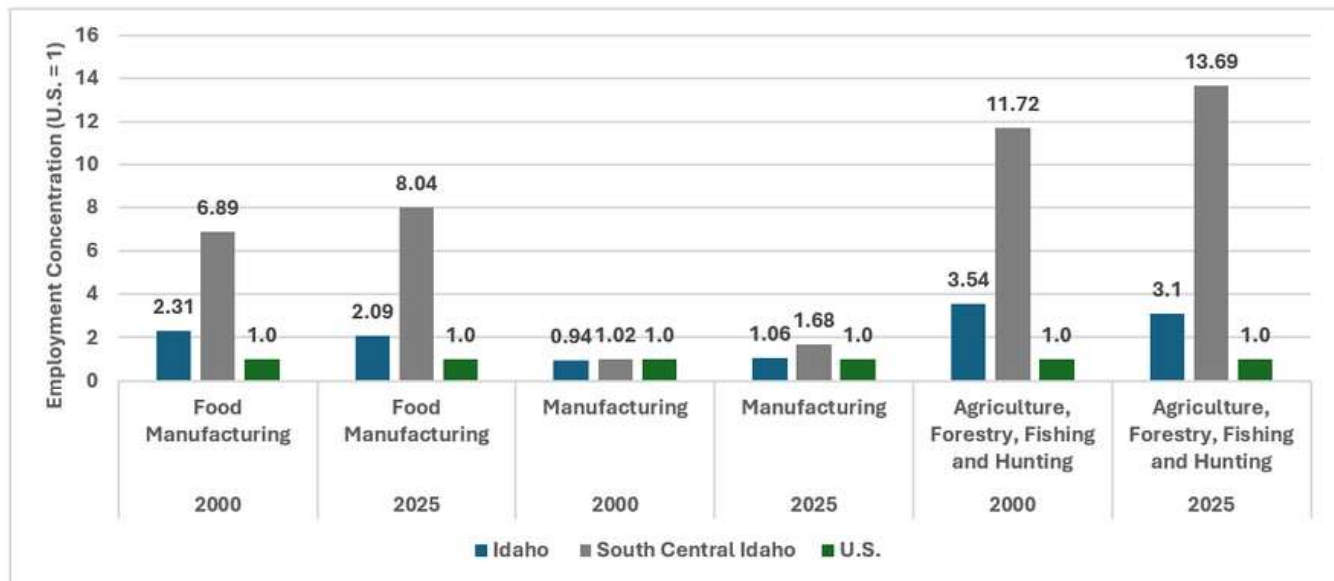


Sources: Quarterly Census of Employment and Wages and Idaho Department of Labor

- South Central's employment growth even outpaced the states from 2010 through 2015, as many large companies entered the Magic Valley.

South Central Idaho: A 25-Year Snapshot

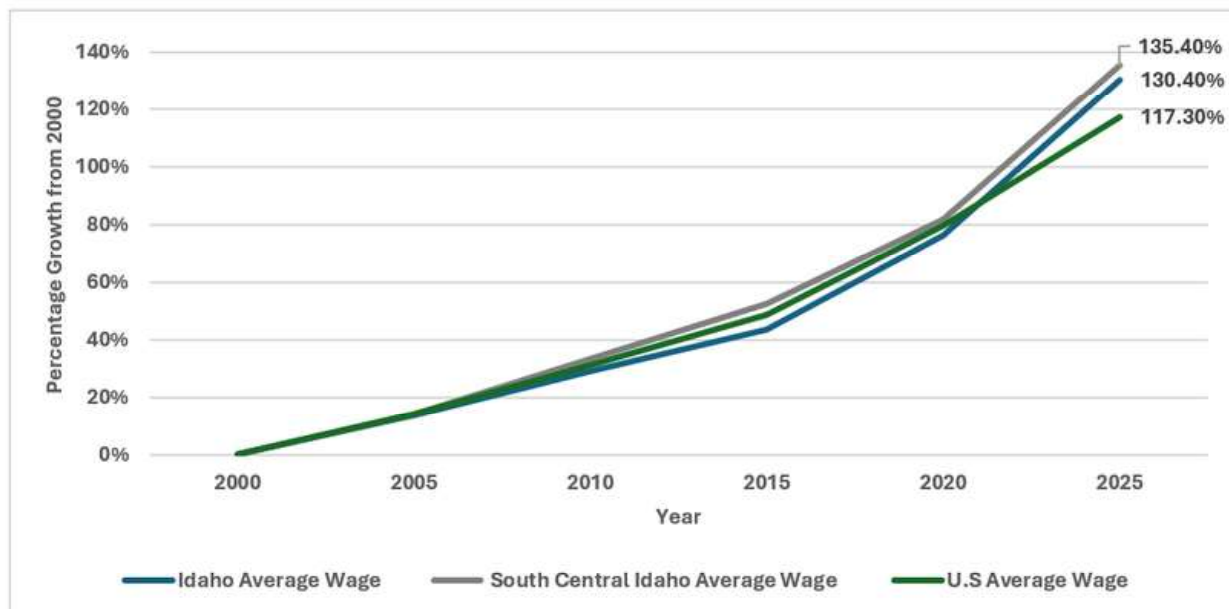
Idaho, South Central Idaho, and U.S. Industry Concentration, 2000 – 2025



Source: Lightcast Economic Modeling

- Employment concentration (also known as Location Quotient) quantifies the concentration of employed workers in a geography relative to the national average. It can reveal what makes a geography “unique” in comparison to the national average. For example, in 2000 South Central’s food manufacturing industry had almost seven times the share of total workers than the national average.
- Agribusiness has always been a critical economic driver of South Central, over the past 25 years; Manufacturing, Food Manufacturing, and Agriculture have all increased in employment concentration, while Idaho’s employment concentrations in agribusiness have declined or stagnated.

Idaho, South Central Idaho, and U.S. Average Wage Growth, 2000 – 2025



Sources: Quarterly Census of Employment and Wages and Idaho Department of Labor

- South Central’s average wage growth has outpaced both the state and nation since 2004, with the gap beginning to widen in 2010 through 2015 as increased job opportunities elevated wages.

Special Thanks!

SIEDO FOUNDERS AND LEGACY LEADERS

Leonard Anderson
Maxine Bell
Lance Clow
Cindy Collins
Chenele Dixon
Jeff Harris
Linda Hartgen,
in memory of
Stephen Hartgen

Carleen Herring
Alan Horner
Dan Lloyd
Rex Lytle
Dave McAlindin
Mike McBride
Gregg Middlekauff
Gary Nelson
Dan Olmstead

Ruth Pierce
Jan Rogers
Amy Stahl
Rich Stivers
Jody Tremblay
Doug Vollmer
Lee Wagner
Deb Wilson
John Wright

BUSINESS PLUS TEAM

Rudy Ashenbrener
Cindy Collins
David Doman
Jim Evans
Kyli Gough
Mason Harper
Shane Jenkins

Elsje Johnson
Jason Jones
Jeff May
Nathan Murray
Rick Naerebout
Con Paulos
Matt Sandberg

Chris Seibold
Brent Stimpson
Todd Wadsworth
Dr. Brian Ward
Lisa Paulos
Jay Longwell

SIEDO TEAM (Past and Present)

Jan Rogers
Gina Schroeder
Daniel Dozier
Lisa Buddecke
Annie Dovenmuehler
MSVM Group

Senator Kelly Anthon
Brett Boyer
Jim Evans
Linda Hartgen
Elsje Johnson

Brett Madron
Mark Mitton, Retired
Travis Rothweiler
Chris Seibold
Mike Williams

COLLEGE OF SOUTHERN IDAHO TEAM (Past and Present)

President Dean Fisher
Brett Madron
Andy Vawser

Jerry Meyerhoeffer, Retired
Jerry Beck, Retired
Jeff Fox, Retired
Todd Schwarz, Retired

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