



# The Rural Success Summit: Event Program

## Shoshone Bannock Event Center | Fort Hall, Idaho

### Day 1 – May 1, 2024

7:00 a.m. - 8:30 a.m.- Vendor Set Up

#### Doors Open

- 8:30 a.m. - Doors open, find tables, coffee, and networking with vendors

#### Event Begins/Opening Remarks

- 8:50 a.m. - Welcome from **Emcees Jeremy Chase and USDA Idaho State Director Dick Rush**
- 8:55 a.m. – **Shoshone-Bannock Tribe, Chairman Lee Juan Tyler- Welcome and Remarks (20 minutes)**
  - Drum Group and Presentation of Colors, Prayer, and Victory Song
- 9:15 a.m. – **Skip Oppenheimer – Board Director for the Federal Reserve Bank of San Francisco (10 minutes)**
- 9:25 a.m. – **Rudy Soto, USDA Deputy Assistant Secretary for the Office of External and Intergovernmental Affairs - Welcome and Remarks (20 minutes)**
- 9:45 a.m.- **Kick Off from Emcees Jeremy Chase and Idaho State Director Dick Rush**

#### Report on Rural Idaho

- 10:00 a.m. – **Report: Economic Outlook/Trends – Ryan Whitesides, Labor Economist for Idaho Falls (15 minutes)**
- 10:15 a.m. – **Report: Idaho Rural Partnership and Association of Idaho Cities - Kelley Packer, Executive Director at AIC (10 minutes)**
- 10:25 a.m. – **Report: Idaho Commerce – Tom Kealey, Director at Idaho Commerce (10 minutes)**

**BREAK** - 10:35 a.m. (15 minutes)

#### Rural Business

- 10:50 a.m. – **Small Business Administration (SBA) Resources - Shannon Madsen, District Director (10 minutes)**
- 11:00 a.m. – **Small Business Success Stories (20 minutes; 10 minutes each)**
  - Harkness Hotel – Aaron Hunsaker
  - Shokota Supply – Georgette Running Eagle
- 11:20 a.m. **Alternative Business Financing for Businesses: Panel – Moderated by: Jane Pavak (30 minutes, 10 for questions)**
  - Chad Marchand, Federal Reserve Bank of San Francisco
  - Forrest Grigg, Altura Community Consulting
  - Scott Madsen, Crowdfund Better

#### LUNCH

- 12:00 p.m. – Lunch and Keynote Presentations

- **KEYNOTE: Small Business Administration (SBA) – Mark Madrid, Associate Administrator, Office of Entrepreneurial Development (30 minutes)**
- **KEYNOTE: Idaho SBDC - Ann Swanson, Regional Director (10 minutes)**
- Network with vendors

### **Rural Housing**

- **1:00 p.m. – Housing Solutions for Rural Idaho: Panel – Moderated by: Brian Dale and Jane Pavek (30 minutes, 10 for questions)**
  - Fort Hall Housing Authority, Lorraine Shay and Taryn Shoyo
  - Twin Falls/Jerome Housing Authority, Sunny Shaw
  - NeighborWorks Pocatello, Mark Dahlquist

### **Rural Community Health**

- **1:40 p.m. – Community Health Success Story – Brad Huerta, CEO at Lost Rivers Medical Center (15 minutes)**

### **Rural Broadband**

- **1:55 p.m. – The State of Broadband in Idaho: Panel (30 minutes, 10 for questions) – Moderated by: Senator Doug Ricks**
  - Ramón Hobdey-Sánchez, Idaho Office of Broadband
  - Peter Hawkes, Idaho USDA Rural Development Telecom Program Manager
  - Dylan Baker, Idaho Commission of Libraries
- **2:35 p.m. – Broadband Success Stories (20 minutes)**
  - City of Ammon, Daniel Tracy – 10 minutes
  - Shoshone-Bannock Tribes, Frances Goli – 10 minutes

### **Rural Placemaking**

- **2:55 p.m. – Rural Community Development Services (20 minutes)**
  - Western Community Assessment Network (WeCAN), Dr. Lorie Higgins (10 minutes)
  - Western Rural Development Center, Dr. Nadeeka Weerasekara (10 minutes)
- **3:15 p.m. – Placemaking Success Stories (15 minutes)**
  - City of Malad Park Project – Molly Beseris and Mayor Joan Hawkins

### **Closing Remarks**

- **3:30 p.m. - Closing remarks by Idaho Commerce Director Tom Kealey and Idaho State Director Dick Rush**

**Network with Expo Vendors - 4:00 p.m.**

### **Networking Reception**

- **5:00 p.m. – 7:00 p.m.**



# The Rural Success Summit: Event Program

## Shoshone Bannock Event Center | Fort Hall, Idaho

### Day 2 – May 2, 2024

#### Doors Open

- 8:30 a.m. - Doors open, find tables, coffee, light breakfast, and networking with vendors

#### Event Begins/Opening Remarks

- 9:00 am - Welcome from Emcees Jeremy Chase and USDA Idaho State Director Dick Rush
- 9:05 a.m. - Lt. Governor Scott Bedke – Welcome and Remarks (20 minutes)
- 9:25 a.m. – Kick Off from Emcees Jeremy Chase and Idaho State Director Dick Rush

#### Rural Agriculture

- 9:30 a.m. – USDA Rural Development Resources –Cindy Axne, Senior Advisor for Rural Engagement, Delivery and Prosperity (15 minutes)
- 9:45 a.m. – Idaho State Department of Agriculture (ISDA) Resources – Laura Johnson, Bureau Chief Marketing and Development (15 minutes)
- 10:00 a.m. – Ag Business Success Story - Roots Chips, Ladd Whalen (10 minutes)

**BREAK** – 10:10 a.m. (20 minutes)

#### Rural Recreation

- 10:30 a.m. – Idaho Parks and Recreation Resources - Susan Buxton, Director (15 minutes)
- 10:45 a.m.- Outdoor Recreation Success Stories (2 stories) (20 minutes)
  - Craters of the Moon 100<sup>th</sup> Anniversary, Jennifer Jones – 10 minutes
  - Wellness Tourism Success Story, Birgitta Bright – 10 minutes

#### Rural Education and Workforce

- 11:05 a.m. – Read, Talk, Play Every Day - Randy Jensen (15 minutes)
- 11:20 a.m. – Idaho Workforce Development Council LAUNCH Results – Dr. Sherawn Reberry, Communications and Program Manager (15 minutes)

#### Closing Remarks

- 11:35 a.m. – Closing Remarks by Idaho Commerce Director Tom Kealey and Idaho State Director Dick Rush

#### LUNCH

- 12:00 p.m. – Lunch and Keynote Presentation
  - KEYNOTE: Kirt Marlow, Executive Director of the Idaho Advanced Energy Consortium (15 minutes)
  - KEYNOTE: Diane Bevan, President & CEO, Idaho Technology Council (15 minutes)



**END OF EVENT**