

## The 2015 Summit

Check-in and Breakfast Service 7:00-8:00

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### ***Economic Premier Keynote Speaker 8:00-8:45***

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#### **Spencer J. Cox**

**[Ballroom](#)**

##### *Utah Lieutenant Governor*

Utah's popular and entertaining Lt. Governor Spencer J. Cox will be the breakfast keynote speaker for the 2016 What's Up Down South Economic Summit. Seen by many as a bright and rising star in Utah's political scene, Cox speaks candidly on the current condition of American politics. The Lt. Governor is expected to provide some insights for the upcoming legislative session, Governor Gary R. Herbert's proposed budget and the state of Utah's economy, specifically in areas outside the Wasatch Front.

[Spencer J. Cox's Profile](#)

[Presenter Materials](#)

[Watch this session](#)

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### ***First Breakout Session 9:00-10:00***

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#### **Residential Real Estate 2016 Preview**

**[Sunbrook A & B](#)**

If only we had a crystal ball or even some tea leaves to help us know what the future of real estate will look like in the coming 12 to 18 months. Regrettably, even tarot cards may not be sufficient to predict what can only be described as an unpredictable market. However, what we do have are a few statistical indicators that may at least help us understand what is going on in the real estate market, which may in turn allow us to anticipate what the short-term future may hold. A current trend in building permits, usually the first indicator of a recovering market, will be examined. Inventory levels and

absorption rates will be an important part of the market review. A look at “Notices of Default” and “Trustees Deeds” will help us better understand what might be expected relative to home value appreciation. And of course, “interest rates” will always be a factor worthy of review and consideration. Finally, a look at how are we doing in terms of “consumer confidence” will be discussed. Based on all of these topics and many other factors, we will attempt to offer a realistic real estate prediction. Even if its only business as usual, it’s still valuable information that’s good to know.

[Vardell Curtis' Profile](#)

[Presenter Materials](#)

## **Five Traits You Need to Create and Sustain a Successful Business and Soar as a Leader**

**[Sunbrook C](#)**

[Mary Michelle Scott](#) has helped several of Utah’s most prominent companies grow from small struggle enterprises to extraordinary and highly successful organizations. She will share the 5 common success traits that she believes are essential for a company to become profitable, productive and energized with enthusiasm. She also shares the 5 common traits that she believes are vital to growing as a leader within successful organizations.

[Mary Michelle Scott's Profile](#)

[Presenter Materials](#)

## **Lessons Learned in Growing a Small Business**

**[Entrada A](#)**

While it's inspiring to find helpful hints from small business success stories, what about the mistakes other businesses have made that you should take care to avoid in order to survive and grow? How can their keys to success help you in your business? Three local business owners will expound on their positive and negative experiences in their quest for success.

[Lennart Erickson's Profile](#)

[Presenter Materials](#)

Brad Harker's Profile

[Presenter Materials](#)

Mary Ronnow's Profile

[Presenter Materials](#)

Jeff Poulton's Profile

[Presenter Materials](#)

## **Ten Tips for Social Media Success**

**[Entrada B & C](#)**

The rise and value of social media in expanding a business' brand and customers has been undeniable. The media is attractive because it can level the playing field between large and small businesses, and the campaigns can be cost effective while they reach a more targeted market. However, the constant management of the various platforms and the time involved can be daunting. Social media maven [Aly Brooks](#) will show participants, not just that social media is important, but how to; plan campaigns that are manageable as well as effective in broadening a company's reach. Come Learn proven strategies for social media marketing, simple and effective tips to make an social media work for you; connect with your customers, and increase revenue. Discover real-life ways to make social media work for your business, and learn simple things anyone can do to make a big impact.

[Aly Brook's Profile](#)

[Presenter Materials](#)

## **Technology off the FRONT - Is Utah the Nerdiest Sate?**

**[Auditorium](#)**

Can you recite the lyrics to "Ice, Ice, Baby" recorded by Vanilla Ice? [Lt. Governor Spencer J. Cox](#) may in what promises to be a very engaging and educational breakout session geared toward "techies" and those that wish they better understood the world of social media and high tech. Cox, an attorney and successful telecommunications

executive, was raised in central Utah and continues to live in Fairview. If you do business in rural Utah, you need to be smart and innovative and Spencer Cox is both. He is an expert on how the private sector can successfully work with government to the advantage of both parties. And who knows, he may even offer up some rock music on his bass guitar!

[Spencer J. Cox's Profile](#)

[Presenter Materials](#)

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## ***What's Up Down South 10:15-10:45***

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**Lecia Langston**

**[Ballroom](#)**

*Senior Economist, Utah Department of Workforce Services*

The 2016 What's Up Down South session will feature a dynamic new video format that promises to be exciting and educational. Workforce Services Regional Economist [Lecia Langston](#) will kick off the session presenting local economic and demographic conditions and projections. The What's Up Down South video will then take Summit participants to onsite locations of exciting new developments throughout the southern Utah market area including interviews and sound bites from the movers and shakers who make the projects happen. This will be the most jam-packed 30 minutes of the entire Summit!

[Lecia Langston's Profile](#)

[Presenter Materials](#)

[Link to Video](#)

[Contact Information](#)

[Watch this session](#)

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## ***Second Breakout Session 11:00-12:00***

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**Development Round Up**

## **[Sunbrook A & B](#)**

Nearly everyone wonders if they should invest in commercial real estate and many do. This is the breakout session for both! Answers to important questions like: balancing one's portfolio; ability to have your property managed so it doesn't consume your life; how to determine the "real returns" long term from commercial property; and the facts about leveraged and unleveraged real estate holdings. Additionally the session will explain the advantages and disadvantages of investing in residential rentals; commercial rentals; industrial rentals and/or office rentals. Included with be updated statistics and a consensus outlook for the future of commercial real estate investing for the local market.

[Allan Carter's Profile](#)

[Jon Walter: Materials](#)

[Travis Parry: Materials](#)

## **Every Business is an International Business**

### **[Sunbrook C](#)**

What do nuclear ambitions in Iran have to do with your business in Ivins? How will rising political tensions in Russia impact Rockville? Will a slowing economy in Hong Kong affect Hurricane? This presentation will focus on the latest in global and national economic/political trends and the direct impact on your business. Come learn what you can do to navigate the turbulent trade waters successfully.

[Derek Miller's Profile](#)

[Presenter Materials](#)

## **Effective Media Releases to Build Your Company Brand**

### **[Entrada A](#)**

Public relations marketing or publicity uses news outlets and websites to carry positive stories about your company and products. Publicity is more effective than advertising,

for several reasons. First, publicity is far more cost-effective than advertising. Even if it is not free, your only expenses are generally phone calls and mailings to the media. Second, publicity has greater longevity than advertising. An article about your business will be remembered far longer than an ad.

Publicity also reaches a far wider audience than advertising generally does. Sometimes, the national media, spreading the word about your business all over the country, might even pick up your story.

Finally, and most important, publicity has greater credibility with the public than does advertising. Readers feel that if an objective third party—a blogger, a magazine, newspaper or radio reporter—is featuring your company, you must be doing something worthwhile. In this breakout session you'll learn how to contact key bloggers and news people, how to present your story so they'll be interested, and how to use these mediums to keep your company or organization in the public and especially your buyer's eye.

[Chad Booth's Profile](#)

[Media 101](#) | [Media Tips](#)

## **Economic Forces: Looking Ahead**

***[Entrada B & C](#)***

The year 2014 was interesting in many ways. With the announced end of quantitative easing by the Federal Reserve, continued low interest rates, dollar strength relative to many other currencies, strong domestic GDP growth, and a shift in power in the US Congress, 2016 will no doubt be a very interesting year.

Back by popular demand, Soltis Investment Advisors is pleased to introduce [Steven D. Harrop](#) as a breakout session presenter for the 2016 Washington County Economic Summit. Steve will provide economic insights into the upcoming year that will assist investors and business owners alike in making strategic decisions for 2016.

[Steven Harrop's Profile](#)

[Presenter Materials](#)

## Attracting and Retaining Talented Employees

### [Auditorium](#)

Business growth is directly related to the talent a company can attract and keep. This challenge is paramount to businesses everywhere, but particularly relevant in a non-urban environment like Southern Utah. In this breakout session, business consultant and educator [Steve Carwell](#) moderates comments from a panel of three company leaders who have deployed various tactics in attracting the type of specialists their companies need. [Brock Alexander](#), CEO at Sylarus/5N has brought his company to profitability by finding local talent as well as his latest acquisition – 5 PhDs who work on research and development. [Mitch Cloward](#), operations officer at Intermountain Health Care has recently set up a neuroscience center at Dixie Regional Medical Center. Though he still lives here, [Jason Wells](#), CEO of Contact Point Solutions and Log My Calls has had to move a significant part of his company to the Wasatch Front in order to attract the right type of talent for his new startup product.

[Steve Carwell's Profile](#)

[Presenter Materials](#)

[Brock Alexander's Profile](#)

[Presenter Materials](#)

[Mitch Cloward's Profile](#)

[Presenter Materials](#)

[Jason Well's Profile](#)

[Presenter Materials](#)

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## ***Luncheon Keynote Speaker 12:00-1:00***

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### **Noelle Pikus Pace**

*Olympian, World Champion, World Cup Champion, Mom*

Did you see Utah's skeleton racer [Noelle Pikus Pace](#) cross the finish line at the 2014 Sochi Olympic Games? With her chin only inches from the ice, on a sled the size of a

big cookie sheet, this courageous woman rode into history and won the silver medal despite numerous setbacks along the way. Attend the lunch session of the What's Up Down South Economic Summit you'll be able to hear Noelle, see her numerous medals and be inspired by this exciting motivational speaker, author and business owner. Her theme, "Where You Look Is Where You'll Go", will lead the audience to new successes in both life and business. Come and learn from a true international sports hero with a thrilling story that will help you achieve your greatest goals.

[Noelle Pikus Pace's Profile](#)[Presenter Materials](#)

[Introduction Video](#)

[Watch this session](#)

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## ***Networking Power Hour 1:00-1:30***

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### ***Garden Room***

Take advantage of being in the right place with the right people at the Summit's Networking Power Hour directly following the Summit Lunch session in the Garden Room. Led by Canyon Media's Carl Lamar, one of the most dynamic personalities in the southwest, the networking Power Hour will feature superb connection opportunities. Walk, talk and win prizes from the Garden Room showcase companies.

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## ***Growth Opportunities & Challenges 1:30***

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### **Robert Grow**

### ***Ballroom***

*CEO, Envision Utah*

Gov. Gary Herbert has said, "In Utah, we don't believe in sitting back and seeing where growth will take us. We seek to be visionary and to actively secure our future. Together, we will develop a voluntary, locally-implemented, market-driven vision to help keep Utah beautiful, prosperous, healthy and neighborly for current residents and future generations." New for 2016, the Economic Summit is introducing a fourth ballroom session entitled Growth Opportunities and Challenges. The St. George Chamber of Commerce is presenting this session featuring [Robert Grow](#), the president and CEO of Envision Utah. "Growth isn't anything new for Utah but we need to look forward and take the right steps to make sure we maintain a strong economy and high quality of life as we grow" said Mr. Grow. That is especially true for southern Utah over the past 50

years. Mr. Grow is expected to explain how communities can successfully plan and manage growth to increase opportunities and minimize challenges. This session will begin at 1:30 and it is free to the public.

[Robert Grow's Profile](#)[Presenter Materials](#)

[Watch this session](#)