

# The 2016 Summit

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

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## *Economic Premier Keynote Speaker 8:00-9:00*

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### **Author of *A Team of Leaders, Running Into the Wind & The Power of Living by Design***

**[Ballroom](#)**

***Paul Gustavson***

Five principles distill the most important concepts to keep in mind when changing your organization to reach for illusive or ambitious performance targets. They are simple, much like the five smooth stones that were the shepherd boy David's weapon against the daunting warrior Goliath.

Organization Planning & Design, Inc. arms organizations and teams for creating greater value by leveraging four sets of expertise:

- Understanding and declaring your means of differentiation.
- Designing and aligning systems and processes around your most competitive work.
- Using best practice tools to align the hearts and minds of your organization around your strategy.
- Building capability and competence through leadership and team development.

Paul Gustavson founded Organization Planning & Design, Inc. in 1984. We are in the business of helping our clients achieve their desired outcomes. Over the years, we have been privileged to work with clients who've been recognized nationally for innovative organizational design.

**[Paul Gustavson's Profile](#)**

**[Presenter Materials](#)**

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## ***First Breakout Session 9:15-10:00***

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

#### ***Sunbrook A & B***

Strong sales and appreciating prices continues to fuel a period of significant progress in the housing recovery in Washington County. Increases in home equity have restored strength to the economy and renewed financial security to families. But what about the future? In this year's Residential Real Estate Breakout Session, we'll look at market indicators like: absorption rates, inventory levels in specific price points, foreclosure rates, and interest rates. We'll also discuss other factors impacting the market like: millennials, rental properties, consumer confidence, and natural resources.

[Vardell Curtis' Profile](#)

[Presenter Materials](#)

### **How to Raise Money For Your Start-Up**

#### ***Sunbrook C***

Start-ups come in lots of forms, types, and structures. Different types of funding are appropriate for different kinds of companies. This session will describe the different types of funding that are available and help you make the right match to your company. From grants to loans to venture capital, the sources of funding for start-ups are often more plentiful than realized. Come to learn more about what could be right for you.

[Curt Roberts' Profile](#)

[Presenter Materials](#)

### **Small Business Success: Keys to a Successful Business**

#### ***Entrada A***

It is inspiring to hear helpful hints from business success stories. This breakout session will feature a panel of local small business owners, each who will discuss their path to

success. Learn what has made the difference for these business owners and how their keys to success can help you in your own endeavors.

[Nicole Tanner's Profile](#)

[Presenter Materials](#)

[Joshua Aikens' Profile](#)

[Presenter Materials](#)

[Dorothy Heers's Profile](#)

[Presenter Materials](#)

[Rod Carlsen's Profile](#)

[Presenter Materials](#)

## **Business & Social Media: Working Together**

### ***[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 Ia Jimenez 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.

[Ia Jimenez's Profile](#)

[Presenter Materials](#)

[Presenter Handout](#)

## Ten Surefire Ways to Increase Your Profits

[Auditorium](#)

Every business can increase their profits...and should.

But we often get so caught up in the mad scramble of dealing with the screaming & urgent issues that we lose track of focusing on the few key things that really matter most.

In this session we'll strip away some of the complexities of your day-to-day pressures and take a close look at the fundamental drivers that make or break every business.

You'll leave with an action list that will help your team realize purpose and sustain lasting results.

[Steve Carwell's Profile](#)

[Presenter Materials](#)

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## What's Up Down South 10:15-11:00

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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 45 minutes of the entire Summit!

[Lecia Langston's Profile](#)

[Presenter Materials](#)

[Watch this session](#)

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## ***Second Breakout Session 11:15-12:00***

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### **Commercial Real Estate**

#### ***Sunbrook A & B***

Southern Utah is in expansion mode. Come see what the real estate trends are looking for Southern Utah's office, retail, industrial and investment markets. Businesses owners considering their real estate needs, property owners, and real estate investors will find this session especially useful. A summary of market lease rates, space availability, and investment returns will be presented as well as an update on new construction and general market conditions

[Jon Walter's Profile](#)

[Presenter Materials](#)

[Travis J. Parry's Profile](#)

[Presenter Materials](#)

### **Business Success In The Global Economy**

#### ***Sunbrook C***

What does civil war in Syria have to do with your business in St. George? How will escalating tensions in between Turkey and Russia impact Toquerville and Rockville? Will China's currency manipulation affect Cedar City? In a global economy, events that happen across the world can impact your business locally. This session will focus on the latest in global economic and political trends that have a direct impact on you. Learn what you can do to navigate the turbulent trade waters successfully and how you can grow your business by going global.

[Derek Miller's Profile](#)

[Presenter Materials](#)

[Lew Cramer's Profile](#)

[Presenter Materials](#)

## **Southern Utah's Tech Pipeline**

### ***Entrada A***

Private and public sector market demands for technology skills, talent, and knowledge is increasing much faster than the current K12 and higher education systems ability to meet those needs. This presentation is for K-12 teachers and administrators who would like to explore the opportunity that currently presents itself in Southern Utah. Specific questions that will be addressed include (a) what is the two billion dollar opportunity?, (b) what skills are needed in general and what specific skills are in highest demand?, (c) what is currently being done to address this tech opportunity in education?, and (d) how can I and my family prepare for and engage in tech opportunities that are changing our world?

[Eric Pedersen's Profile](#)

[Presenter Materials](#)

## **You are all branding professionals. Now act like it.**

### ***Entrada B & C***

Like it or not, every business and business person is actively participating in branding. In this discussion Glenn Price will provide practical understanding and tools to inform stronger messaging and healthier internal culture. Branding governs the relationships that determine overall success. Learn to drive your branding efforts with intention and purpose through an engaging and interactive discussion.

[Glenn Price's Profile](#)

[Presenter Materials](#)

## Looking Ahead In 2016

### [Auditorium](#)

As we look ahead into 2016, Soltis Investment Advisors is pleased to host Senior Investment Analysts and Research Professionals from Grandeur Peak Investments. Grandeur Peak currently manages approximately \$3 Billion in assets within 7 mutual fund strategies. The team is headquartered in Salt Lake City, and has investment professionals stationed across the globe. This team is known to be one of the most successful microcap and small cap global investment teams in the industry. Grandeur Peak was also recently recognized by Ernst & Young as Entrepreneur of the Year for the Utah Region. We are fortunate to be able to have a discussion with Randy Pearce, Portfolio Manager, Sr. Research Analyst and co-Director of Research at Grandeur Peak Funds.

During the discussion, attendees will have the opportunity to receive insights on the current investment and economic environment. Specially, Soltis and the Grandeur Peak team will touch on global GDP trends, global trade forecasts, the impact of currency movements, along with other timely and interesting research. We look forward to seeing you there!

[Randy Pearce's Profile](#)

[Presenter Materials](#)

[Brad C. Barth's Profile](#)

[Presenter Materials](#)

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

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## **Ridiculous Dreams. Obsessive Execution: What Southern Utah Can Learn from Silicon Valley**

**[Ballroom](#)**

*Peter Horan*

In the course of my lifetime, Silicon Valley has transformed itself from a peaceful agricultural valley to the engine that powers the world's economy. The basic ingredients of this transformation were capital, technology and smart people—but the catalyst that brought them together was ridiculous, outsized dreams. Yet dreams are powerless without obsessive execution. I will share the secrets and stories of how Silicon Valley was built on the powerful combination of dreams and execution.

[Peter Horan's Profile](#)[Presenter Materials](#)

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

Take advantage of being in the right place with the right people at the Summit's Networking Power Half-Hour directly following the Summit Lunch session in the Garden Room. The networking Power Half-Hour will feature superb connection opportunities, and the opportunity to walk, and talk the technology pipeline.

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## ***Third Breakout Session 1:30-2:30***

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### **Intermountain Precision Genomics – Leading Innovation in Cancer Treatment for Stage Four Patients**

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

The Intermountain Precision Genomics team is extending the life and improving the quality of life for Stage Four cancer patients. Intermountain is uniquely positioned to advance genomics research and monitor outcomes. We are the only entity in the nation that tests, treats, measures outcomes and improves based on those outcomes (including survival, cost, and side-effect reduction). Our early studies (published for the American Society for Clinical Oncology conference) demonstrated that targeted

therapies are the most effective treatment for stage four cancer patients. These studies have garnered national attention and our physician leaders are speaking and being published nationally and internationally.

[Jason Gillman's Profile](#)

[Presenter Materials](#)

## **Tourism: Rural Economic Development Through Tourism**

***Sunbrook C***

Can tourism promotion serve as a catalyst for rural economic development? A recent study showed tourism marketing creates a halo effect for a destination, with those exposed to the ad campaign seeing the destination as a better place to live, start a career or start a business. In this session, Vicki Varela, Managing Director Utah Office of Tourism, Film and Global branding will discuss the synergistic effects of tourism and business development and you'll learn how the Utah Office of Tourism is partnering with rural counties to boost tourism promotion, revitalize their Main Streets and engage community leaders to stimulate rural economic development.

[Vicky Varela's Profile](#)

[Presenter Materials](#)

## **What The Tech?**

***Entrada A***

What do we really mean when we say 'technology?' In this TED-inspired session we will explore the diverse definitions of technology, the evolution and impact it has on our world, and how some of today's cutting edge technologies – including a few being developed right here in southern Utah – may shape our future.

[Shirlyne Quayle's Profile](#)

[Presenter Materials](#)

## Water: The 45 Year Plan

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

Water is the fundamental resource of any thriving community – it sustains populations, employment opportunities and business developments. Thompson and Flint will discuss how interconnected water is to the economy by reviewing its value and fiscal output. They will also address Washington County's current water resource supply, demand, conservation initiatives and future needs. They will discuss the statewide 45 year plan and what this means for Washington County.

[Ron Thompson's Profile](#)

[Presenter Materials](#)

[Tage Flint's Profile](#)

[Presenter Materials](#)

## Putting the "E" in CEO: A Workshop on Execution and Getting Things Done.

### [Auditorium](#)

Most of us are good at business strategy, but struggle with executing our ideas. In this workshop, Dan Purcell shares 12 modern tools and secrets used by the world's best managers that you can implement right away. This workshop is for anyone that works in teams, runs an organization, is starting a business, or wants to move the needle in their life.

[Dan Purcell's Profile](#)

[Presenter Materials](#)