

# The Community Page

## Businesses to Promote Job Fair!

An old man had a hot dog stand. He made great hot dogs, and people bought them. He put up signs to advertise his business, and stood by the side of the road hollering, "Buy a hot dog, mister?" and they bought. His sales increased, so he increased his hot dog and bun orders. Business was very good.

Then his son came home from college. "Dad, what are you doing?" the son exclaimed. "Don't you know we are in the middle of a great depression? The local situation is terrible and the national problems are even worse. You must be more careful with your money."

"Well," the father thought, "my son goes to college and he surely knows what he's talking about. I'd better listen to him." So the old gentleman stopped investing money in his business. He took down the signs, and stopped standing by the side of the road to sell his hot dogs. Sales fell off overnight.

"You're right, son," the father said. "We are in the middle of a great depression."

Just as misperceptions about the business community ruined this great hot dog stand, it can affect an entire community, state and nation. At a time of economic stagnation, it is critical for leaders in the business community to demonstrate where strengths yet exist, and what steps can reasonably be taken to capitalize on those strengths.

Recognizing that the mood of the business community is critical to its strength, Mayor Jared Fuhri-man has designated March 8, 2010, as Mayor's Business Day in Idaho Falls.

This informative and encouraging day will be held at the Idaho Falls High School, from 8 a.m. to 8 p.m., and will present keynote speaker Jeff Thredgold, national economist, and an address by Idaho Governor C.L. "Butch" Otter.

Panel discussions by local experts in business and finance will address the issue: "Show me the Money," and a similar panel will then discuss "Workforce Solutions," with state and regional experts from the Department of Labor and others.

Lunch will be followed by break-out sessions on marketing, human resources and healthcare/benefits. These sessions will be followed by a job fair where attendees may meet with the many sponsoring and displaying businesses for pointers in their desires to find or upgrade personal work and business opportunities.

Registration will begin in the foyer of the Civic Auditorium at 7:00 a.m. and attendance will require only a \$5 registration fee which includes lunch. For more information and details, contact the Greater Idaho Falls Chamber of Commerce at 523-1010.



### Mayor's Business Day in Idaho Falls Agenda

Monday, March 8, 2010  
7 a.m.-8 p.m. Idaho Falls High School

<b>8:00-8:30 A.M.</b>	<b>OPENING</b>
	Welcome Pledge of Allegiance / National Anthem – Sgt. Candi Rash / Color Guard Mayor Jared Fuhri-man, City of Idaho Falls Mayor Steve Fuhri-man, City of Ammon <b>Keynote Speaker: Jeff Thredgold, National Economist</b>
<b>8:30-9:50</b> <b>9:50-10:00</b>	<b>BREAK</b>
<b>10:00-11:00</b>	<b>Panel Discussion: "Show me the Money"</b>
Moderator:	Cortney Liddiard, CEO Ball Ventures
Opening:	Don Dietrich, Director, Department of Commerce
Panelist:	Park Price, President, Bank of Idaho
Panelist:	Ray Parkinson, Vice President & Branch Manager, DL Evans Bank
Panelist:	Corey Smith, Chairman of the Board of Directors, South Eastern Idaho Entrepreneurial Center
Panelist:	Kent Lenon, Wells Fargo Bank Home Mortgage
Panelist:	Lori Chillingworth, Senior Vice President, Zions Bank
Panelist:	Jeff Thredgold, Economic Futurist
<b>11:00-11:10</b>	<b>BREAK</b>
11:10-11:15	Video clip
<b>11:15-12:00</b>	<b>Panel Presentation: "Workforce Solutions"</b>
Moderator:	Jolyn Thomas
Opening:	Roger Madsen, Director, Department of Labor
Panel:	"Workforce Training Funds for Employers" Leandra Burns, Idaho Department of Labor (Boise)
Panel:	"Employer Internships" Justin Hodges, Internship Coordinator for the College of Physical Sciences and Engineering, BYU- Idaho
Panel:	"Projected Area Job Needs" Shawn Perkins, Executive Coordinator, Regional Workforce Innovation Team
<b>12:00-12:30 p.m.</b> <b>12:30-1:30 P.M.</b>	<b>Idaho Governor C.L. "Butch" Otter</b> <b>LUNCH</b>
<b>1:00-8:00</b>	<b>Greater Idaho Falls Chamber Area Business Connection</b> <i>Large Gym</i> <b>BREAK-OUT SESSIONS</b>
2:00-3:00	A1: "Wellness Matters: Key Components of an Employer Wellness Program" Ron Leavitt, Regence Blue Shield B1: "10 Steps to Building Brand Value for Small Business" Bill Brady, M2 Marketing C1: "Employee Morale & Team Building" Barrett Business Services Inc.
3:00-4:00	A2: "Financial Wellness Program: Creating Healthy Companies and Employees" Spencer Brookshier, Financial Advisor B2: "Using Social Media to Improve Your Marketing" David Noack, Regional Director of the Small Business Development Center C2: "The Power of a Business Plan" Randy Ashliman, Senior Business Consultant, Small Business Development Center
4:00-5:00	A3: "Improving Company Profitability Through Wellness" Shaun Bills, LSW, S.O.A.R. Wellness B3: "Impact: The Power of Making a Strong, Immediate Impression Online" Lindsey Anderson, President/Owner, Web Impakt C3: "What's in it for me? Boosting Employee Morale During Tough Economic Times" Monica Bitrick, Advantage Employer Solutions,
<b>4:00-7:00</b>	<b>Department of Labor, Job Fair</b> <i>Small Gym</i>

### Job Fair Vendor List

IBEW Union	Mike Miera- IBEW Union
Compa	David Lopez- Compa (Adam Derbidge)
Battelle Energy Alliance	BEA- Travis Spurgeon
US Census	US Census- Patty
Schlumberger/US Recruiting	Ron Garrison
Telstar	Michael Corbit
Melaleuca, Inc.	Ronnette Gifford
Ascendent Engineering	Janice Stiteler
Center Partners	Christi Rees
Qwest	Robin Adams
Hoku Scientific	John Doronio
Technology Ventures Corp	Garrick Martin
Good Samaritan	Angela Casper
AMWTP/Bechtel BWXT	Tara Brooks
Red, Inc	Bev Parks