

THE GOVERNOR'S UTAH ECONOMIC SUMMIT 2014

Executing the fundamentals of Economic Development . . . *for a better bottom line.*



Conference **Program**



Utah Governor's Office of
Economic Development
BUSINESS • TOURISM • FILM

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Zions Bank

As Utah's oldest financial institution, Zions Bank operates 132 full-service offices and offers a wide range of traditional and online banking services. Zions Bank is a leader in small business lending and has ranked as the No. 1 lender of SBA loans in Utah for the past 19 consecutive years.

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Deseret Management Corporation

The mission of Deseret Management Corporation is to be "trusted voices of light and truth, reaching hundreds of millions of people worldwide." As a parent operating company directing commercial for-profit businesses affiliated with The Church of Jesus Christ of Latter-day Saints, DMC and its affiliated organizations provide a diverse offering of vital products and services for individuals and families on a local, national, and global scale.



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Intermountain Healthcare is a Utah-based nonprofit system of 22 hospitals, 185 clinics, a Medical Group with more than 900 employed physicians, a health plans division called SelectHealth, and other health services. Intermountain is a widely recognized national leader in clinical quality improvement and in efficient healthcare delivery. For more information visit www.intermountainhealthcare.org.



CBRE

As the largest commercial real estate services company in the world, CBRE's capabilities are broader and deeper than any other provider. Our service lines include: brokerage, investment, asset management, valuation, debt financing, project management, and corporate services. With more than 100 professionals serving the local market, the Salt Lake City office of CBRE is able to provide clients with the tools, resources and expertise necessary to deliver successful outcomes.



ENTERPRISE

The Enterprise-Utah's Business Journal is Utah's only weekly business to business news source. Since 1971 we have been the leader in delivering Utah's b2b news to: CEOs, presidents, vice presidents and top managers. The reason is clear, we are not a casual waiting room flip through publication. We deliver the most up-to-date actionable local business news.



Larry H. Miller

The Larry H. Miller Group of Companies operates more than 80 businesses and properties in 46 U.S. states and employs nearly 10,000 full and part-time employees. Larry H. Miller Group's businesses primarily fall within six categories: automotive, insurance, finance, real estate, retail and professional sports. Headquartered in Sandy, Utah, the LHM Group is a privately owned, family business.



ATK

ATK Aerospace Group is the world's top producer of solid rocket propulsion systems and a leading supplier of military and commercial aircraft structures, with extensive experience supporting human and space payload missions. Specialties also include small satellites; satellite components/subsystems; lightweight space deployables; solar arrays; flares/decoys; energetic materials and related technologies.



Keystone

It's about time. Elevate your business, enhance your personal life. Keystone Aviation offers the complete solution for personal air travel, including aircraft charter, maintenance, management, sales & brokerage. From the Intermountain Rockies to around the world, we can optimize an aviation plan for you. Visit us at keystoneaviation.com.



Rio Tinto

Rio Tinto Kennecott produces nearly 25 percent of the nation's copper from the Bingham Canyon Mine. The mine also produces gold, silver and molybdenum. Kennecott currently employs 2,100 people, influences thousands of additional Utah jobs, and contributes about \$1 billion annually in wages, benefits, taxes and purchases to Utah's economy.



Department of Workforce Services

Meeting your workforce needs just got easier! The Utah Department of Workforce Services supports Governor Herbert's vision for leading the nation as the best performing economy. DWS provides Utah's largest online employment system, up-to-the-minute labor market information and a unique understanding of employer needs. For more information visit jobs.utah.gov.



Rocky Mountain Power

Based in Salt Lake City, Rocky Mountain Power is one of the lowest-cost electric utilities in the country, providing safe and reliable service to more than 1 million customers in Utah, Wyoming and Idaho. The company continues to meet customers' growing energy needs while protecting and enhancing the environment.

HIGHLIGHTS



Cushman & Wakefield | Commerce

Cushman & Wakefield | Commerce is a regional, full service commercial real estate brokerage. With over 225 brokers and employees, Cushman & Wakefield | Commerce has the tools, resources, and experience to provide world class service to clients on a global scale.



LANDESK

LANDESK, the visionary global authority on user-oriented IT, provides smart solutions that empower IT to take control of server and virtualization management, enterprise mobility management, and user management while giving users the flexibility and freedom to be productive. LANDESK enables IT to balance evolving user requirements with their own responsibility to maintain control of critical assets and data. With offices located throughout the globe, LANDESK is headquartered in Salt Lake City, Utah, for more information on LANDESK please visit www.landesk.com.



Workers Compensation Fund

Workers Compensation Fund has insured Utah employees since 1917 and is currently the state's largest workers' compensation insurer. WCF employs 335 people who are committed to creating excellence, providing exceptional customer service, promoting workplace safety, building strong partnerships and aggressively managing cost.



KUER

KUER 90.1 is an NPR affiliate licensed to the University of Utah. The public radio station's signal reaches approximately 170,000 weekly listeners across the state. KUER News reporters have been honored by the Society of Professional Journalists and the Radio, Television and Digital News Association. KUER broadcasts on FM and HD, streaming live at kuer.org and on KUER's mobile app for iOS and Android devices.



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Rustico

Authentic, unique, adventurous. Proud, confident, custom.

Since 2001, Rustico has created high-quality brandable journals and accessories that enhance how people experience life. Handcrafted locally in Utah, Rustico products inspire individuals to live authentic and leave their mark.



Ballard Spahr

Ballard Spahr offers a full array of legal services including business, real estate, labor and employment, resort development, housing, litigation, and public finance. Our firm combines a national scope of practice with a strong knowledge of the local marketplace to provide Utah clients with the legal advice and experience they require to be successful.



Deseret News

As the oldest newspaper in Utah, the Deseret News enjoys a legacy that dates back to 1850, only a few years after Mormon pioneers first entered the Salt Lake Valley. Today, the Deseret News' National Edition is the fastest growing newspaper in the nation. Deseret News has a circulation of 106,000 during the week and 174,000 on Sunday.



Salt Lake Tribune

The first editions of The Salt Lake Daily Tribune and Mining Gazette were published in 1871, making what is now known as The Salt Lake Tribune the fourth-oldest business in Utah. Today, the Tribune's circulation is 161,000 during the week and 180,000 on Sunday.



Utah Business

For over 25 years, Utah Business has been the leader in the state for business news and information. More than 100,000 readers each month turn to Utah Business for insight into one of the nation's most vibrant and healthy economies. Simply put, there is no better magazine for Utah's executives and high-end consumers than Utah Business.



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WELCOME



Governor Gary R. Herbert

State of Utah

DEAR SUMMIT PARTICIPANTS,

It is my pleasure to welcome you to the eighth annual Governor's Economic Summit. The theme for this year's event is Executing the Fundamentals of Economic Development for a Better Bottom Line. This summit will highlight economic principles and critical social issues including diversity of opportunity, new business trends and maximizing business viability in our changing world.

As an executive board member of the National Governors Association, it is an honor to forward the NGA initiative to support employment of our "white collar disabled." In Utah we operate with a formula for business success:

Collaboration & Coordination + Efficiency & Effectiveness = Success.

Part of our success depends on our ability to include the disabled and the resources they add to our productive workforce. While we have done much for our severely disabled, we can still improve and better serve our historically underemployed disabled population.

This summit will provide insight to help you get the most from your workforce and generate new ideas for implementing best practices on a range of topics from social media to venture capital.

Our goal in Utah is to lead the nation as one of the best performing economies. Pollina Corporate named Utah the best state for business and many other organizations have recognized Utah as a leading global business destination. Utah's economic environment is also conducive to growing businesses and providing opportunity for Utah residents. In fact, a Harvard University Study recently named Salt Lake City as the top city for upward mobility in the U.S.

I am confident you will leave here with new ideas and tools to elevate your respective businesses to new heights. On behalf of the State of Utah, I congratulate you on the success you have achieved and look forward to working with you in the future!

Sincerely,

A handwritten signature in black ink that reads "Gary R. Herbert". The signature is written in a cursive, flowing style.

Gary R. Herbert

Governor

SCHEDULE AT A GLANCE

7:00 a.m. Check-In and Conference Services

8:00 a.m.  Welcome and Morning Session: **Spencer P. Eccles**, Executive Director, Governor's Office of Economic Development

8:15 a.m.  Utah Economic Report: **Natalie Gochmour**, Associate Dean, David Eccles School of Business, U of U; Chief Economist, Salt Lake Chamber of Commerce

8:45 a.m.  Keynote Speaker: **CLAYTON CHRISTENSEN**, the world's foremost authority on "Disruptive Innovation"

BREAKOUT SESSION 1

GRAND BALLROOM

IMPERIAL BALLROOM A & B

BOTTOM LINE ECONOMICS

Presented by **Richard Marriott**, Chairman of the Board of Host Hotels & Resorts

10:00 a.m.
to
11:00 a.m.

Discussion will include common underlying tenets at the core of both Marriott's business accomplishments and the successful employment of people with disabilities.

OPERATION IMPACT: LEADING FROM THE HEART

Presented by **GINGER WIERZBANOWSKI**, Corporate Vice President of Government Relations, Northrop Grumman Corporation

BREAKOUT SESSION 2

IMPERIAL BALLROOM A

IMPERIAL BALLROOM B

IMPERIAL BALLROOM C

IMPERIAL BALLROOM D

GRAND SALON

11:15 a.m.
to
12:15 p.m.

PR AND SOCIAL MEDIA: IT MATTERS MORE THAN YOU THINK

EMPLOYING INDIVIDUALS WITH DISABILITIES

THE CLOUD: ENABLER OR ENIGMA?

WORKFORCE DEVELOPMENT: INCREASING EMPLOYEE SUCCESS

GOLDMAN SACHS 10,000 SMALL BUSINESSES PROGRAM

DOORS OPEN AT NOON FOR LUNCH SEATING

GRAND BALLROOM

12:20 p.m.  Welcome and Introductions: **Spencer P. Eccles**, Executive Director, Governor's Office of Economic Development.

LUNCH SERVED

GRAND BALLROOM

12:45 p.m.  Key insights on Economic Development and the Governor's Introduction: **A. Scott Anderson**, President, Zions Bank
 Featured Speaker: **UTAH GOVERNOR, GARY R. HERBERT**, Executing the Fundamentals of Economic Development.

BREAKOUT SESSION 3

IMPERIAL BALLROOM A

IMPERIAL BALLROOM B

IMPERIAL BALLROOM C

IMPERIAL BALLROOM D

GRAND SALON

2:00 p.m.
to
3:00 p.m.

AIR QUALITY: GETTING DOWN TO BUSINESS

THE NATIONAL ABILITY CENTER: IT'S THE TALENT THAT MATTERS

BUSINESS DEVELOPMENT THROUGH TOURISM & OUTDOOR RECREATION

SMART'N UP YOUR INVESTMENT IN BUSINESS TALENT

UTAH'S BOOMING IT SECTOR: FOUNDING AND VC FUNDING

3:15 p.m.

Summit Attendees Networking Reception. Sponsored by **Utah's Own.**

SPEAKERS



WELCOME AND INTRODUCTIONS

SPENCER P. ECCLES

Executive Director, Governor's Office of Economic Development

Spencer P. Eccles has strong ties to Utah's urban and rural communities as well as international markets. He was formerly affiliated with the Salt Lake City office of Wells Capital Management (Wells Fargo Bank), which had approximately \$2 billion under management. Most recently, he has been involved with web-based software and materials technology companies in the U.S. and abroad.

In 1997, the Salt Lake Organizing Committee for the 2002 Olympic Winter Games tapped Eccles to manage the development of its Snowbasin venue and oversee the premier Olympic downhill event as well as all of the alpine Paralympic competitions held there — a post he held for five years. Currently, in addition to his venture capital projects, Eccles' business interests include managing three ranching operations in Idaho and Wyoming, and serving on a wide variety of boards.



UTAH ECONOMIC REPORT

NATALIE GOCHNOUR

Associate Dean, David Eccles School of Business, University of Utah
Chief Economist, Salt Lake Chamber of Commerce

Natalie Gochnour serves as the Associate Dean at the David Eccles School of Business and continues as the Chief Economist at the Salt Lake Chamber of Commerce. In previous roles, Natalie has served as a Counselor to Secretary Mike Leavitt at the U.S. Department Health and Human Services and Associate Administrator of Public Affairs at the U.S. Environmental Protection Agency.



GOVERNOR'S INTRODUCTION

A. SCOTT ANDERSON

President and Chief Executive Officer, Zions First National Bank

Scott Anderson has served as president and CEO of Zions Bank since 1998 and has been with Zions since 1991. Prior to joining Zions, he spent 17 years with Bank of America in San Francisco, including seven years in its Asia division, headquartered in Tokyo. Anderson received a bachelor's degree from Columbia University and a master's degree from Johns Hopkins University. A native of Salt Lake City, he is active in community affairs and serves on a number of industry and community organization boards.

KEYNOTE SPEAKER



KEYNOTE SPEAKER

CLAYTON CHRISTENSEN

Professor of Business Administration at Harvard Business School

THE CAPITALISTS DILEMMA

Building “efficiency” into an economy can reduce costs and free capital. However, it will also reduce jobs. While initially the number of jobs will decrease, newly freed capital can create more innovation and renew the economic cycle.

Both government and business can do key things to promote economic growth and overcome barriers. Where are the key trigger points for economic growth and how does a great manager plan for each stage of growth?

PROFESSOR CHRISTENSEN holds a B.A. from Brigham Young University and an M.Phil. in applied econometrics from Oxford University where he studied as a Rhodes Scholar. He received an MBA and a DBA from the Harvard Business School, where he is currently the Kim B. Clark Professor of Business Administration. He is regarded as one of the world’s top experts on innovation and growth.

Christensen founded a number of successful companies and organizations which use and apply his theories in various ways: Innosight, a consulting firm helping companies create new growth businesses; Rose Park Advisors, a firm that identifies and invests in disruptive companies; and Innosight Institute, a non-profit think tank whose mission is to apply his theories to vexing societal problems such as healthcare and education.

Professor Christensen is the best-selling author of nine books and more than a hundred articles, including the New York Times best-selling, “How Will You Measure Your Life?” He received the Global Business Book Award for *The Innovator’s Dilemma* and *The Economist* named it as one of the six most important books about business ever written. In 2011 and again in 2013, thousands of executives, consultants and business school professors were polled and named Christensen as the most influential business thinker in the world.



ON-SITE SCULPTOR

DANIEL FAIRBANKS

Associate Dean of Science & Health at Utah Valley University

Daniel Fairbanks is an accomplished scientist, artist, author, and teacher. He currently is Interim Dean of Science & Health at Utah Valley University. He is a geneticist with a wide breadth of expertise in evolutionary genetics, international scientific development, science education, and the history of genetics. Having been raised in a family of four generations of artists, Daniel is also a professional artist with commissioned work in sculpture, painting, and drawing on permanent exhibit in museum, public, and private collections.

Daniel and Donna Fairbanks (Chair of the Department of Music, Utah Valley University) are the parents of Michael Fairbanks, who is severely autistic. They have devoted themselves to genetic research on autism at the University of Utah and the George Washington University, to promotion of autism awareness, and to the Autism Initiative at Utah Valley University.

MAJOR SPEAKERS



MAJOR SPEAKER

RICHARD MARRIOTT

Chairman of the Board of Host Hotels & Resorts

Richard Marriott is chairman of the Board of Directors of Host Hotels & Resorts, which is among the largest owners of lodging properties in the world. Marriott also serves as chairman of First Media Corporation, an independent broadcasting firm privately owned by the Marriott family. He served as eastern coordinator of the Roy Rogers division, corporate vice president for the Architecture and Construction division, and vice president of Property Development for Marriott Hotels. In 1976 Marriott was promoted to group vice president of Restaurant Operations, and in 1978 he was appointed corporate group vice president, with continuing responsibility for the company's restaurant business as well as its theme parks division. He was elected a director of the corporation in 1979 and assumed responsibility for its Data Processing operations in 1983. He subsequently was named an executive vice president in 1984 and vice chairman in 1986.

Marriott is chairman of the Boards of Trustees of both the J. Willard and Alice S. Marriott Foundation and the Marriott Foundation for People with Disabilities. A former president of the National Restaurant Association, Marriott serves on the Federal City Council and the National Advisory Council of Brigham Young University. He was Chairman of the Board of Directors of the Polynesian Cultural Center, was a trustee of the Boys and Girls Clubs of America, and a member of the Gallaudet University board. Marriott graduated from the University of Utah and holds a master's in business administration from Harvard Business School.

Mr. Marriott will present with Mark Donovan, Vice Chairman of the Marriott Foundation for People with Disabilities.



MAJOR SPEAKER

GINGER WIERZBANOWSKI

Corporate Vice President of Government Relations, Northrop Grumman Corporation

Ginger Wierzbowski is Corporate Vice President, Government Relations. Wierzbowski joined Northrop Grumman from her former position as Legislative Assistant to the Vice Chairman of the U.S. Joint Chiefs of Staff, where she had served since 2008. Previously, she had management and planning roles in Advanced Research, Technology and Intelligence for The Boeing Company and Science Applications International Corporation. Prior to that, she completed a 20-year career with the U.S. Air Force in Intelligence.

Ms. Wierzbowski will present with Richard Martin, Systems Engineer of the Northrop Grumman Corporation



GRAND BALLROOM

BREAKOUT SESSION 1: BOTTOM LINE ECONOMICS



IMPERIAL BALLROOM A

BREAKOUT SESSION 1: OPERATION IMPACT: LEADING FROM THE HEART
 BREAKOUT SESSION 2: PR & SOCIAL MEDIA: IT MATTERS MORE THAN YOU THINK
 BREAKOUT SESSION 3: AIR QUALITY: GETTING DOWN TO BUSINESS



IMPERIAL BALLROOM B

BREAKOUT SESSION 1: OPERATION IMPACT: LEADING FROM THE HEART
 BREAKOUT SESSION 2: EMPLOYING INDIVIDUALS WITH DISABILITIES
 BREAKOUT SESSION 3: THE NATIONAL ABILITY CENTER: IT'S THE TALENT THAT MATTERS



IMPERIAL BALLROOM C

BREAKOUT SESSION 2: THE CLOUD: ENABLER OR ENIGMA?
 BREAKOUT SESSION 3: BUSINESS DEVELOPMENT THROUGH TOURISM & OUTDOOR RECREATION



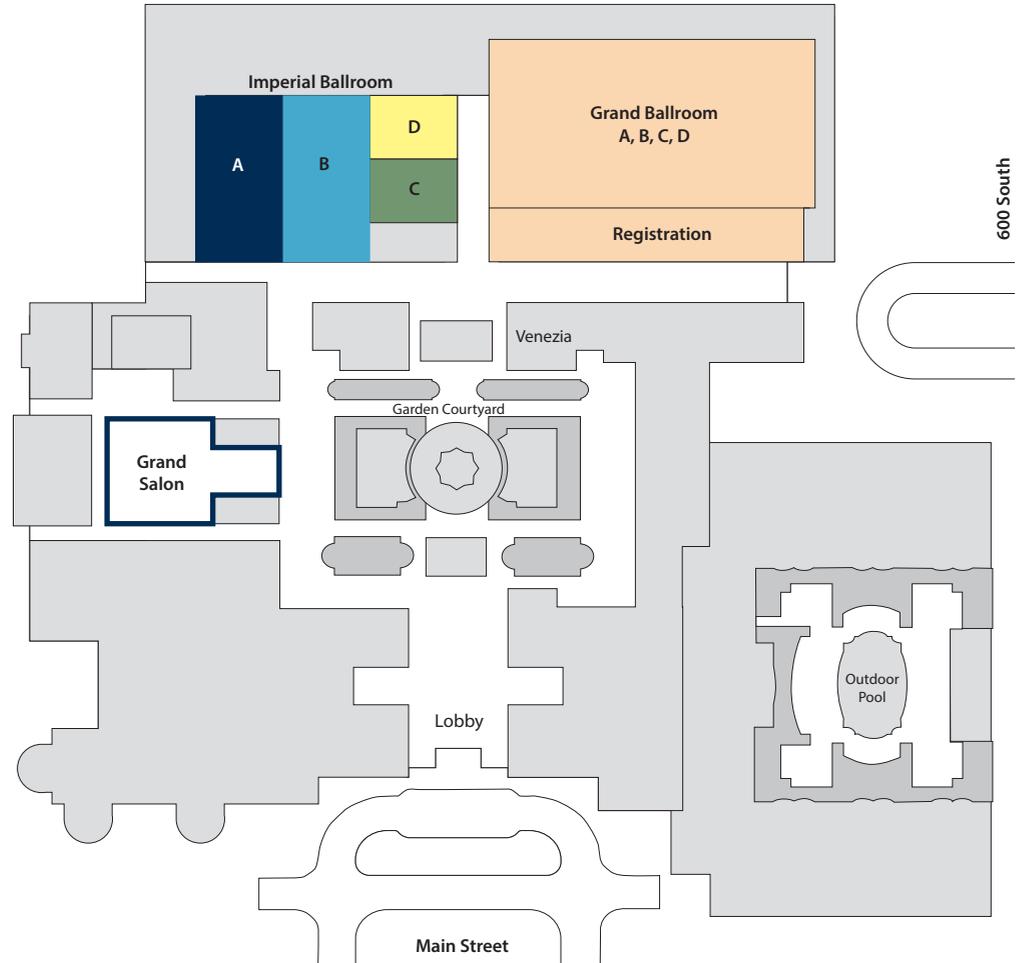
IMPERIAL BALLROOM D

BREAKOUT SESSION 2: WORKFORCE DEVELOPMENT: INCREASING EMPLOYEE SUCCESS
 BREAKOUT SESSION 3: SMART'N UP YOUR BUSINESS TALENT



GRAND SALON

BREAKOUT SESSION 2: GOLDMAN SACHS 10,000 SMALL BUSINESS PROGRAM
 BREAKOUT SESSION 3: UTAH'S BOOMING IT SECTOR: FOUNDING AND VC FUNDING



BREAKOUT SESSIONS AT A GLANCE

BREAKOUT SESSION 1

10:00 a.m. to 11:00 a.m.

BOTTOM LINE ECONOMICS. *LOCATION: GRAND BALLROOM.*

OPERATION IMPACT: LEADING FROM THE HEART. *LOCATION: IMPERIAL BALLROOM A & B.*

BREAKOUT SESSION 2

11:15 a.m. to 12:15 p.m.

PR AND SOCIAL MEDIA: IT MATTERS MORE THAN YOU THINK. *Location: IMPERIAL BALLROOM A*

EMPLOYING INDIVIDUALS WITH DISABILITIES. *Location: IMPERIAL BALLROOM B*

THE CLOUD: ENABLER OR ENIGMA? *Location: IMPERIAL BALLROOM C*

WORKFORCE DEVELOPMENT: INCREASING EMPLOYEE SUCCESS. *Location: IMPERIAL BALLROOM D*

GOLDMAN SACHS 10,000 SMALL BUSINESSES PROGRAM. *Location: GRAND SALON*

BREAKOUT SESSION 3

2:00 p.m. to 3:00 p.m.

AIR QUALITY: GETTING DOWN TO BUSINESS. *Location: IMPERIAL BALLROOM A*

THE NATIONAL ABILITY CENTER: IT'S THE TALENT THAT MATTERS. *Location: IMPERIAL BALLROOM B*

BUSINESS DEVELOPMENT THROUGH TOURISM AND OUTDOOR RECREATION. *Location: IMPERIAL BALLROOM C*

SMART'N UP YOUR INVESTMENT IN BUSINESS TALENT. *Location: IMPERIAL BALLROOM D*

UTAH'S BOOMING IT SECTOR: FOUNDING AND VC FUNDING *Location: GRAND SALON*

BREAKOUT SESSION ONE

10:00 a.m. to 11:00 a.m.

Location: Grand Ballroom

BOTTOM LINE ECONOMICS

In 1927, immediately following their wedding ceremony, J. Willard and Alice Marriott drove cross country to open a little nine seat root beer stand in Washington, D.C. Their youngest son, Richard Marriott, will relate key moments in the journey that followed, over decades that offered myriad challenges and opportunities. Lessons learned along the way have been central to developing today's Marriott business profile, while also leading the family to establish the Marriott Foundation for People with Disabilities and its award winning "Bridges from School to Work" program. Discussion will include common underlying tenets at the core of both Marriott's business accomplishments and the successful employment of people with disabilities.

Presenter:

RICHARD MARRIOTT

Chairman of the Board of Host Hotels & Resorts

WITH MARK DONOVAN

Vice Chair of Marriott Foundation

Location: Imperial Ballroom A & B

OPERATION IMPACT: LEADING FROM THE HEART

This presentation will highlight Northrop Grumman's grass roots Operation IMPACT program, and its mission to provide career transition assistance for severely wounded, injured, and/or ill service members transitioning to civilian employment by providing a networked team to support personalized placement. Discussion will focus on how creating an inclusive/diverse workplace environment helps employees make meaningful contributions in and out of the workplace.

Presenter:

GINGER WIERZBANOWSKI

Corporate Vice President of Government Relations, Northrop Grumman Corporation

WITH RICHARD MARTIN

Systems Engineer, Northrop Grumman Corporation

BREAKOUT SESSION TWO

11:15 a.m. to 12:15 p.m.

Location: Imperial Ballroom A

PR & SOCIAL MEDIA: IT MATTERS MORE THAN YOU THINK

Salt Lake Comic Con's Bryan Brandenburg will present a case study of the social media strategies the company used to set world records for a first-time Comic Con event (and to bring an estimated \$30M in economic benefit to the state).

Snapp Conner PR's Cheryl Conner (Comic Con's Agency of Record) will join Bryan to present the six categories of public relations, and the things every company can do, with or without an agency, to accomplish more PR than you think.

Presenters:

Bryan Brandenburg *Comic Con*
Cheryl Conner *Snapp Conner PR*

Location: Imperial Ballroom B

EMPLOYING INDIVIDUALS WITH DISABILITIES: THE BUSINESS CASE FOR NEW FEDERAL REGULATIONS

The Office of Federal Contract Compliance Programs announced changes in how the government will review and measure success with Federal contractors. A key change will address how companies monitor the employment of qualified individuals with disabilities.

We'll review the mandated revisions of Section 503 of the Rehabilitation Act, compare them to best practices in your organization, what resources you should consider in implementation, and how sourcing and embracing all types of talent is not business welfare, but just good business.

Presenter:

Brenda Yamagata *Yamagata and Associates*

Location: Imperial Ballroom C

THE CLOUD: ENABLER OR ENIGMA?

As the world of business technology follows the world of consumer technology into "the cloud," how do business owners keep up? What kind of cloud strategy do you need? How can it enable your business? What are the common pitfalls? How can you get "big data" without spending "big money?"

Moderator:

Vance Checketts *EMC*

Panelists:

Justin Ball *Atomic Jolt*

Niel Nickolaisen *OC Tanner*



Location: Imperial Ballroom D

WORKFORCE DEVELOPMENT: INCREASING EMPLOYEE SUCCESS

Are you finding employees with the critical skills you need for your business to succeed? Many of the business locations of The Boeing Company find this a real challenge. Learn some insights and experiences from Steve Hendrickson who serves as the volunteer Chairman of the National Association of Workforce Boards, in addition to his “day job” as director of Government Operations at Boeing. You will hear about resources in the national Workforce system and measurement systems such as WorkKeys that Boeing has found to be an accurate predictor of an employee’s success.

Moderator:

Benjamin Hart *Department of Workforce Services*

Panelists:

Larry Coughlin *The Boeing Corporation*

Doug Larsen *Weber Economic Development Partnership*

Daniel Marriott *Spectra Symbol Corp.*

Location: Grand Salon

GOLDMAN SACHS 10,000 SMALL BUSINESSES PROGRAM: TAPPING THE ECONOMIC POWER OF UTAH’S ENTREPRENEURIAL ECOSYSTEM

Entrepreneurs and small businesses have generated 64 percent of net new jobs over the past 15 years. They represent 99.7 percent of all employer firms, hire 40 percent of high tech workers, and produce 13 times more patents per employee than large patenting firms.

Goldman Sachs 10,000 Small Businesses is designed to tap into that economic power by providing Utah entrepreneurs with three key building blocks needed to grow and create jobs: access to education, financial capital, and business support services. Join alumni from Utah’s Goldman Sachs 10,000 Small Businesses and learn how these diverse business owners used this uniquely structured program to position their companies for positive growth and contribution to their communities by targeting strengths in the following areas: healthcare reform, diversity, and environmental sustainability.

Moderator:

Karen Gunn *Goldman Sachs 10,000 Small Businesses*

Panelists:

Julieta Hernandez *Matrix Spa and Massage*

Lewis (Smokey) Peck *Pro-Recycling Group*

Rachot Vacharothone *After Hours Medical*

BREAKOUT SESSION THREE

2:00 p.m. to 3:00 p.m.

Location: Imperial Ballroom A

AIR QUALITY: GETTING DOWN TO BUSINESS

Utah's episodic air pollution is becoming an economic development issue, discouraging recruitment of some of the best firms and talent to Utah. This panel will highlight how government, businesses, and nonprofits have embraced the challenge of improving Utah's air quality, and outline steps being taken to ensure the health of Utah's people and businesses.

Moderator:

Alan Matheson *Advisor to Governor Gary R. Herbert*

Panelists:

Bryce Bird *Utah Division of Air Quality*

Jeff Edwards *Economic Development Corporation of Utah*

Robert Grow *Envision Utah*

Location: Imperial Ballroom B

THE NATIONAL ABILITY CENTER: IT'S THE TALENT THAT MATTERS

Generally people are afraid of what they don't understand. Join a frank conversation with members of a global employer and leading national non-profit to demystify the unknown around recruiting, hiring and keeping employees with disabilities. Employee diversity comes in many forms and is crucial for your business model whether you offer skilled or unskilled work. Learn how to attract and welcome people of all abilities into your organization and don't leave any talent at the door.

Moderator:

Gail Loveland *National Ability Center*

Panelists:

Sean Carroll *Goldman Sachs*

Calvin Woolley *Goldman Sachs*

Location: Imperial Ballroom C

BUSINESS DEVELOPMENT THROUGH TOURISM & OUTDOOR RECREATION

Utah's iconic tourist destinations and world-class outdoor recreation opportunities can be a powerful asset for businesses in all industries. Learn how the Western Headquarters of MRM//McCann Worldgroup recruits top creative talent with Utah's quality of life and a Utah restaurateur finds the Wasatch mountains brings a steady stream of customers to his doors. This lively panel discussion will highlight the way you can use Utah's internationally renown natural wonders as a recruiting draw, marketing tool or valuable annuity for business development.

Moderator:

Vicki Varela *Utah Office of Tourism, Film and Global Branding*

Panelists:

Lori Feld *MRM//McCANN*

Hans Fuegi *Grub Steak Restaurant*

Brad Petersen *Utah Office of Outdoor Recreation*



Location: Imperial Ballroom D

SMART'N UP YOUR INVESTMENT IN BUSINESS TALENT

Trying to find good people to fill available jobs? A renewed focus on investing in your future employees may be the answer. Key business leaders and experts in Science, Technology, Engineering and Math (STEM) education will help you understand how to invest in strategies that will help to fill your expensive buildings with qualified talent. Look at lessons learned in a Utah business incubator, a business case study and understand why Americas foremost investment bank is making a major commitment to STEM education.

Moderator:

Tami Goetz *STEM Action Center*

Panelists:

Kevin Jessing *Governor's Office of Economic Development*

Gene Levinzon *Goldman Sachs*

David Robinson *EZLift*

Location: Grand Salon

UTAH'S BOOMING IT SECTOR: FOUNDING AND VC FUNDING

Senior management shares their experience in raising millions of dollars of venture capital (VC). Why are Utah companies being targeted by leading VC firms from outside of the state? Why has Utah become a go-to State for technology startups? Learn about four of our fast growing VC funded businesses and their take on the availability of local and national VC capital.

Moderator:

Mel Lavitt *Governor's Office of Economic Development*

Panelists:

Josh Coates *Instructure*

David Elkington *InsideSales.com*

Jeff Hudson *Venafi*

Eric Morgan *AtTask*

PRESENTERS & MODERATORS



Justin Ball

CTO, Atomic Jolt

Justin Ball is the CTO of Atomic Jolt a software consulting firm based in Northern Utah, where he gets to work on interesting projects using Ruby and Javascript. Originally, a C++ and .Net monkey, he found his way to Python and finally joined the Ruby community. Along the way, he fell in love with Cache Valley, became an advocate for economic development in Utah's rural communities, and built and sold two successful ecommerce companies.



Bryce Bird

Director, Utah Division of Air Quality

Bryce Bird was appointed director of the Utah Division of Air Quality in June 2011, after having managed the Division's Planning Branch, Compliance Branch, and Hazardous Air Pollutants Section. Bryce has a key interest in ensuring that regulatory programs are tied to measurable air quality improvements.



Bryan Brandenburg

VP of Marketing, Salt Lake Comic Con

Bryan Brandenburg is a serial entrepreneur, marketing expert and scientist. He founded two of the largest computer game companies in the country producing games for Disney, Microsoft, Hasbro and DreamWorks. He has been a CEO and executive in two of the industry's top 3D companies, marketing products to over 1 million artists online. He is currently VP of Marketing and Partner in Salt Lake Comic Con that broke records including largest first year Comic Con in North American history.



Sean Carroll

Managing Director, Goldman Sachs

Sean Carroll is global head of Prime Brokerage and Clearing Operations, chief operations officer of GSEC LP, and has oversight of Risk & Control and Regulatory & Tax Operations in Salt Lake City. Sean joined Goldman Sachs in 1998 and was named managing director in 2011. Sean is on the board of the National Ability Center and the Columbus Foundation.



Vance Checketts

Senior Executive, EMC

Vance Checketts is the senior executive for EMC in Utah. Vance has been with EMC since 2007. As the COO of Mozy, Vance helped drive triple-digit revenue growth and a significant transformation of their cloud operations, security and customer service functions. Prior to Mozy, Vance worked at several other high-tech firms, including 10 years at Oracle in Silicon Valley. Vance also worked at WordPerfect, Novell and several other high-tech firms and start-ups.



Josh Coates

Instructure, CEO

Josh Coates became Instructure's CEO in 2010 after founding data storage companies Scale Eight and Berkeley Data Systems (Mozy.com), which was acquired by EMC Corporation. He got his start in distributed systems research at the University of California, Berkeley and Microsoft's Bay Area Research Center.



Cheryl Conner

Founder, Snapp Conner PR

Cheryl Snapp Conner is the founder and managing partner of Snapp Conner PR, the most progressive PR firm in the Intermountain region. She is the driving voice behind the concept of authentic and high quality content as a catalyst for PR and marketing goals. Conner is a popular keynote speaker, a contributor to the Forbes Entrepreneurs channel and a guest contributor to the Wall Street Journal.



Larry Coughlin

Boeing Lead in Utah, The Boeing Company

Larry Coughlin was named general manager of Boeing Salt Lake in February 2013. Prior to assuming his current position, Coughlin was director of manufacturing for 787 final assembly, where he was responsible for providing overall leadership and direction for the 787 final assembly factory in Everett, Wash.



Mark Donovan

Vice Chairman, Marriott Foundation for People with Disabilities

Mark R. Donovan, currently vice-chairman of the Marriott Foundation for People with Disabilities, served as its inaugural executive director from 1989 through 2000. He has participated on a number of related boards around the country, and is a recognized spokesperson for issues and opportunities surrounding the employment of people with disabilities.



Hans Fuegi

Owner, Grub Steak Restaurant

Hans Fuegi was born and educated in Zurich, Switzerland. He has worked in vacation resort management in Europe, Central America and North Africa. Mr. Fuegi was an owner and operator of food service establishments in Mammoth Lakes, California, Moab and Park City, Utah. Presently he is the owner of Grub Steak Restaurant in Park City, Utah.



Jeff Edwards

President and CEO, Economic Development Corporation of Utah

Jeff Edwards, President and CEO of EDCUtah, a public-private partnership founded in 1987, is responsible for recruiting new businesses to Utah by working with corporations and site consultants across the U.S. Jeff's career has included technical and marketing positions with Hercules Aerospace, 3Com, Evans & Sutherland and Western Governor's University.



Tami Goetz

Director, STEM Action Center

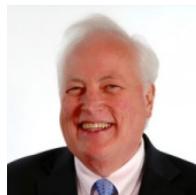
Tamara Goetz left academic research in 2000 to help to create several STEM-based educational efforts including the State-wide Biotechnology programs, InnovaBio, BioInnovations Gateway and the State-level STEM initiative. She served as the Governor's State Science Advisor from 2007-2013 and joined Utah Valley University (UVU) in 2013 as Assistant Dean for External Relations for the College of Science and Health. She has taken a leave of absence from UVU to serve as the Executive Director of the Utah STEM Action Center.



David Elkington

CEO, InsideSales

David Elkington has a rich background in technology, venture capital and corporate development. As CEO and Chairman, he led InsideSales.com to consecutive 50-100% year-over-year growth rates, starting with the company's inception in 2004. David is active in the evolution and definition of the inside sales industry.



Robert Grow

President and CEO, Envision Utah

Robert Grow holds degrees in engineering and law from the University of Utah and the J. Reuben Clark Law School at Brigham Young University. His diverse career includes practicing law, leading and supporting regional visioning processes, being president of a large manufacturing company, and chairing a national trade association. Grow was the primary architect of Envision Utah's grass roots, bottom up, stakeholder driven, values based approach. He is the founding chair emeritus and current President and CEO of Envision Utah.



Lori Feld

President, West Region, MRM/McCANN

Lori Feld is the President of MRM // McCann west region offices. MRM // McCann is a global customer experience marketing agency devoted to business-to-business communications in complex markets, supporting some of the world's top brands including Verizon and ExxonMobil. Lori is a recognized industry leader with more than 30 years of marketing experience.

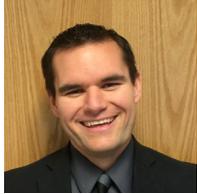


Karen Gunn

Executive Director, Goldman Sachs 10,000 Small Businesses

Karen Gunn has over thirty years' experience as an educator, corporate manager, and entrepreneur. Currently, Karen has oversight for programs associated with workforce and economic development, global entrepreneurship, small business development, and women's business development.

PRESENTERS & MODERATORS



Benjamin Hart

Department of Workforce Services

Ben completed both his undergraduate and graduate studies at the University of Utah. Over his career, which has included time with the Utah Housing Corporation, Zions Bank, Layton City and now the Department of Workforce Services, Ben has developed a passion for public programs that serve the private sector. Under the direction of DWS leadership, he has overseen employer support programs that serve businesses across the State.



Julieta Hernandez

President, Matrix Spa and Massage

Julieta Hernandez, a native of Mexico, came to the United States for economic opportunity. In 2003, she founded Matrix Massage in Salt Lake City, with the commitment of building an entity which would provide a thriving environment dedicated to advancing women and minority-owned business interests. Because of her dedication and commitment to her community, Julieta has been recognized by the Utah Hispanic Heritage Association, the US Hispanic Chamber of Commerce, and has been named to the Board of Directors for the Utah State Hispanic Chamber of Commerce.



Jeff Hudson

CEO, Venafi

Jeff Hudson is the CEO of Venafi, the market leading cybersecurity company in next-generation trust protection. A key executive in several successful high-tech start-ups, Jeff has over 25 years of leadership experience in information technology and security. Jeff has developed leading-edge technology solutions for financial services and other Fortune-ranked organizations and government agencies.



Kevin Jessing

Director, Life Science Cluster

Kevin Jessing brings over 20 years' experience in the pharmaceutical industry to his position as Life Science Cluster Director. Most recently, Kevin was Executive Director of BioInnovations Gateway (BiG), a non-profit life science incubator located within Granite Technical Institute.



Doug Larsen

Director, Weber Economic Development Partnership

Douglas Larsen has remained disciplined to one simple rule throughout his career – Never, ever, lose sight of your customer. With that as a guiding principle, and 25 years of experience in the private and public sector ranging from business start-ups, manufacturing, business plan consulting, transportation and redevelopment agency over-site, Douglas currently serves as the Executive Director for the Weber Economic Development Partnership.



Mel Lavitt

Chairman of the Board, Governor's Office of Economic Development

Mel Lavitt's professional career in investment banking has included hundreds of capital market transactions accounting for several billion dollars of equity and debt financing. In 2009, he became a Senior Advisor with Needham and Company, LLC. Additionally, Mr. Lavitt is the chairman of the board at the Governor's Office of Economic Development.



Gene Levinzon

Managing Director, Goldman Sachs

Gene Levinzon leads the Technology team in Salt Lake City. He serves on the Americas Technology Diversity and Recruiting Committees and is a member of the SLC Leadership Council. Gene joined Goldman Sachs in New York in 1991 as an associate in Technology.



Gail Loveland

Executive Director, National Ability Center

Gail Loveland is the Executive Director of the National Ability Center in Park City, Utah. In her 20-year career in the non-profit industry, Gail has worked with a variety of programs, including more than 15 years working with individuals with disabilities and their families. She has a B.S. in Business Administration and a Non-profit Management Executive Certificate.



Daniel Marriott

Spectra Symbol Corp.

Daniel Marriott serves as the Chairman of the State Workforce Investment Board, focusing primarily on labor force WorkKeys assessment tools and on Governor Herbert's goal of achieving 66 percent of working Utahns to have a degree/certificate by 2020. He is CEO of Spectra Symbol, a 40-employee producer of medical and aerospace sensors in Salt Lake City.



Niel Nickolaisen

Chief Information Officer, OC Tanner

Niel Nickolaisen has held technology executive and operations executive positions; typically in turnaround roles. His strategic and tactical alignment model significantly improves returns on technology and business initiatives. He has a passion for helping others deliver on what he calls the dual role of enterprise IT: 1) Enable strategy and 2) Achieve operational excellence.



Richard Martin

*Systems Engineer, Northrop Grumman Corporation
Lieutenant Colonel, US Army Reserves*

Richard Martin has served 30 years in the US Army with deployments to Bosnia, Iraq and Operation Desert Storm. Richard joined Northrop Grumman in 2006 where he currently works as a systems engineer in Clearfield, Utah. Richard has a bachelors in International Relations from BYU and an MBA in International Business.



Lewis (Smokey) Peck

President, Pro-Recycling Group

Smokey Peck is dedicated to the philosophy of environmentally sustainable business practice. In 2005, he purchased the Pro-Recycling Group and its three divisions: Interwest Paper, recycling brokerage and services; Pro-baler, recycling equipment sales and service; and Pro-Polymers, industrial plastic recycling. Under Smokey's leadership, Pro-Recycling has grown to be one of the largest commercial recycling conglomerates in the Western region, emphasizing green and sustainable practice.



Alan Matheson

State Planning Coordinator and Senior Environmental Advisor to Governor Gary R. Herbert

Alan Matheson serves as State Planning Coordinator and Senior Environmental Advisor to Gov. Gary R. Herbert. He previously worked as executive director of Envision Utah, founding director of the Utah Water Project, and as a practicing attorney. He is a graduate of Stanford University and the UCLA School of Law.



Brad Petersen

Director, Utah Office of Outdoor Recreation

Brad Peterson, Director of the Office of Outdoor Recreation, is responsible for implementing the State of Utah's new Outdoor Recreation Vision. The vision highlights the importance of promoting economic development in the outdoor industry and improving recreational opportunities in Utah.



Eric Morgan

CEO, AtTask

Eric Morgan has an extensive track record building cohesive teams around a powerful vision, exceeding established goals and creating world-class organizations. AtTask has experienced record year-over-year growth and secured strong growth capital. Eric's career in tech includes early-stage start-ups, high-growth businesses and publicly traded companies.



David Robinson

President, EZ LIFT Rescue Systems, Inc.

David Robinson has become a visionary, executive level manager with extensive real-world experience and successes in managing the day-to-day operations and finances of business, as the chief executive and/or operational officer of four companies over the last 30 years.

PRESENTERS & MODERATORS



Rachot Vacharothone, MD

CEO, After Hours Medical

Dr. Vacharothone emigrated from Southeast Asia at the age of 13 with the desire to study medicine at an American university. He has practiced medicine for over 15 years and began exploring opportunities which allow doctors and patients opportunity to control their health care needs. Dr. Rachot created a capitated medical membership plan for basic health care needs under his umbrella company, After Hours Medical Care. He owns seven urgent –care clinics along the Wasatch Front.



Vicki Varela

Utah Office of Tourism, Film and Global Branding

Vicki Varela has held public and private sector leadership roles including deputy chief of staff & spokesperson for Governor Mike Leavitt, Vice president of Kennecott Land and Assistant Commissioner of Higher Education.



Calvin Woolley

Vice President, Clearing Control and Reconciliation Team

Calvin grew up in Salt Lake City where he developed a passion for the outdoors, and was challenged by pushing the boundaries of extreme skiing. Prior to his senior year of college, Calvin was in an automobile accident that left him quadriplegic. Following his rehabilitation, Calvin went on to earn his B.S. in Statistics from Brigham Young University. Calvin was hired as an analyst by Goldman Sachs in 2004 and in 2012 he was promoted to vice president.



Brenda Yamagata

Founder and CEO, Yamagata and Associates

Brenda Yamagata has more than 35 years experience in human resources and general management in public, private, non-profit, and government organizations. Yamagata is the primary H/R and AA/EEO consultant for the largest federal construction project in the United States.



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