



Seminar Schedule • Free • February 21, 2017

When: Tuesday, February 21st

9:30AM-4 Exhibits Open, Seminars, B2B Networking

3PM-4PM BizExpo After Hours

Location: The Riverside Hotel, 2900 Chinden Blvd, Boise, ID 83714

Event & Seminar Registration at www.ibleventsinc.com

Time	Room	Seminar Topic	Speaker
9AM	Aspen	Coffee with the Meridian Mayor	Mayor Tammy de Weerd
10AM	Aspen Fireplace	Changing Government to Move at the Speed of Business What is Website Optimization? It's not about search engines, it's about people.	Brian Ness, Director, Idaho Transportation Department
	Tamarack One	Revolutionizing Referrals	Corey Smith, President, Tribute Media
	TamarackTwo	Targeting Your Ideal Customer	Tom Gay, CEO, Refer.com Quinn Bahm, VP, Impact Directories
11AM	Fireplace	Influence Begins With Culture: How To Gain Authority In The World of Social Media Marketing	Troy McClain, Owner/Lead Strategist & Amie Ahrns, Relationship Mgr/Etc. Dir, ThisIsBoise.com
	Tamarack One	Hiring People is Like Fishing	David J. Saxton, CEO/Founder, North American Recovery
	TamarackTwo	Omni-channel Payments: Making the Leap From Buzzword to Reality	Kacie Long, Relationship Manager, Heartland
12PM*	Aspen-Luncheon	Reflections on 2008, Today & Cautions Ahead <i>*Reservations Required to attend. \$30 Guest. Call 208.323.4464</i>	Tommy Ahlquist, COO, Gardner Company
12PM	Fireplace	Golden Handcuffs: Retaining, Aligning & Creating "Animo!" in Key Employees	Kirk Stafford, President, Aspen Life Settlements
1PM	Fireplace	Creating an Engaging, Online User Experience for Your Clients	Ben Whitaker, President, Riafox
	Tamarack One	9 Things You Can Do In Your Business to Prevent a Cyber Attack	Jay Ryerse, Chief Security Office, TotalCare IT
	Tamarack Two	Outsourcing for Growth	Rich Wilson, Account Executive Pacific NW Region, Employers Resource
2PM	Aspen	Forecasting for the Future – Creating a Useful Budget	Jeff Ehlers, VP, CoEfficient Services
	Fireplace	Is Your Business a House of Bricks, or a House of Straw?	Scott Beltz, COO, iServHub
	Tamarack One	How A Seven Layer Burrito Can Protect You From Ransomware	Link Porterfield, Founding Member, QPG/epic.network
	Tamarack Two	If Your Friends Jumped Off A Cliff: Using Behavioral Science to Win In Marketing and Sales	Quinn Bahm, VP, Impact Directories
3PM	Aspen	The 3 Critical Areas of IT Every Business Owner Must Know	Bill Mogensen, GM, Corporate Technologies
	Fireplace	Tax Free Income – New Rules of Saving for your Retirement	Brad Hofhines, Financial Advisor, Legacy Wealth Management
	Tamarack One	Emergent Technology and Training	Raymond Kramer, Managing Director, Intracon North America
	Tamarack Two	Why Your Marketing Doesn't Work	Kris Lloyd, Director of Strategy, WebMarkets: Internet Marketing

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