**Agenda at a Glance**

**Tuesday, July 11**

12pm **Registration -** DoubleTree Hotel

1pm-4pm **Pre-Conference Workshops -** DoubleTree Hotel

1. Developing Industry Sector Workforce Strategy

5pm **Montana Ambassadors Awards Dinner -** DoubleTree Hotel

**Wednesday, July 12**

8am-1pm **Registration Opens -** DoubleTree Hotel

9am-12pm **Pre-Conference Workshops -** DoubleTree Hotel

1. Navigating the Truths and Myths to find funding for your Business
2. Making the Connection: Adding Value, Sharing Resources, Supporting Your Business Community
3. Outlook on Montana Healthcare Workforce
4. Apprenticeships
5. Exit Planning and Value Creation
6. Lean Manufacturing Simulation - Lego Airplane Factory

9am-4pm **Solutions Lounge -** DoubleTree Hotel

12pm **Lunch on your own**

1pm **Welcome from Governor Bullock -** DoubleTree Hotel

1:15pm **Keynote Conversation w/ Bethany Yellowtail, Founder B.YELLOWTAIL -** DoubleTree Hotel

2:15pm **Keynote Conversation w/ Jason Williams, CEO Blackfoot Communications -**

DoubleTree Hotel

3pm-4:30pm **Stage sessions -** Northern Hotel

1. Continuing Conversations w/ Bethany Yellowtail
2. Millennial Recruitment and Retention

3pm-4:30pm **Breakout sessions -** DoubleTree Hotel & Northern Hotel

1. Innovations in Agriculture
2. Achieving Rapid Growth
3. High Impact Marketing on a Shoestring Budget
4. Increasing Your Competitive Advantage through Technology & Automation
5. How to protect your intellectual property with very little expense
6. Strength in Numbers: Creating Financial Value
7. Biotechnology – Montana Innovation
8. Doing Business in Indian Country
9. Creative Collaborations: Co-Ops and Shared resources

6pm **Innovate Montana Reception -** Pub Station

**Thursday, July 13**

7am **Community Coffee -** DoubleTree Hotel

9am **Open Space Session -** DoubleTree Hotel

10:30am-2pm **Solutions Lounge -** DoubleTree Hotel

10:30am-12pm **Stage sessions -** Northern Hotel

1. Outdoor Manufacturing
2. Inside a Pitch

10:30am-12pm **Breakout Sessions -** DoubleTree Hotel & Northern Hotel

1. High Growth Capital
2. Live Case Study w/ Montana World Trade Center Tech Export Team
3. Cyber Security
4. Employee Retention: Creating a Positive Company Culture
5. Exit Planning
6. Marketing: Building a brand
7. Innovation and Success in Rural Businesses
8. Ag Tech
9. Innovative Business Models

12pm **Lunch and Learn -** Downtown Billings

1:30pm **Wise Crowd Session -** DoubleTree Hotel

2:30pm **Keynote Conversation w/ Dave Morin, CEO Slow Ventures -** DoubleTree Hotel

3:30pm **Closing Remarks from Lt. Governor Mike Cooney -** DoubleTree Hotel

**Detailed Agenda**

**Tuesday, July 11**

**12:00p Registration**

DoubleTree Hotel 3rd Floor Lobby

**1:00-4:00p** **Pre-Conference Workshops**

**Developing Workforce Through Sector Strategy -** DoubleTree Hotel Skybridge 3

*This panel discussion will provide attendees the opportunity to participate in a group conversation about developing regional workforce sector strategies. The workshop will emphasize building community partnerships, nurturing emerging industries, and working with underserved populations. The Park County tourism sector will be the example used to begin the dialogue.*

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| --- | --- | --- | --- |
| Nissan Burbridge | MTDLI | Special Projects and Initaitives |  |
| Katie Weaver | Livingston Job Service |  |  |
| Megan Lannan | Livingston Job Service |  |  |

**5:00-8:00 Montana Ambassadors Awards Dinner -** DoubleTree Hotel Ballroom

Hosted by the Montana Ambassadors

**Wednesday, July 12**

**8:00a-1:00p Registration**

DoubleTree Hotel 3rd Floor Lobby

**9:00-12:00p Pre-Conference Workshops**

**Navigating the Truths and Myths to find funding for your Business –** DoubleTree Hotel Skybridge 1

Presented by Montana Economic Developers Association

*We all have seen them; those advertisements that show millions of dollars are available for you to start your business. Or the articles announcing that 75 jobs were created through Montana Department of Commerce. And the question that comes to mind: How do I find these funds?*

*In this workshop, the MEDA team will outline the many different means of start-up capital for business as well as dispel myths around business grants. Outlining case studies that have utilized several different funding alternatives this workshop will provide information on what is available in Montana for your business and how you can access these programs.*

*This session will also provide you information on your area/regional economic development organization; which delivers a variety of business development programs. It will also outline the Technical Assistance providers across the State that are available to you including SBDC, Montana Manufacturing Extension Center, Montana Procurement Technical Assistance, and more.*

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| --- | --- | --- | --- |
| Tracy McIntyre |  |  |  |
| Kim Morisaki |  |  |  |
| Kathie Bailey |  |  |  |
| Jeff Baton |  |  |  |
| Stephanie Juneau |  |  |  |

**Making the Connection: Adding Value, Sharing Resources, Supporting Your Business Community –** DoubleTree Hotel Skybridge 2

Presented by Montana Economic Developers Association

*This workshop is to showcase how businesses can support others while expanding their own growth potential. Sharing stories from Butte.Elevated. community opportunities for connection, to the Flathead Core redevelopment project and more. The speakers will showcase how Montana businesses can come together in support, growth, share resources, and create success beyond their business potential.*

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| --- | --- | --- | --- |
| Marissa Hauge |  |  |  |
| Joe Willauer |  |  |  |
| Cooper Fisher |  |  |  |
| Tracy Worley |  |  |  |

**Outlook on Montana Healthcare Workforce -** Northern Hotel Babcock East

Presented by Montana Department of Labor and Industry

*Healthcare is Montana's fastest growing industry sector. This workshop will present information from the statewide college report prepared with the Montana University System. Topics discussed will be the expected job demand for this industry, wage potential for workers, and data matching between employment and graduates.*

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| --- | --- | --- | --- |
| Amy Watson | MTDLI | Economist | awatson@mt.gov |
| Barb Wagner |  |  |  |
| Valerie Piet | Healthcare MT |  |  |

**Growing the Talent Pipeline Through RegisteredApprenticeships –** Northern Hotel Babcock West

Presented by Montana Department of Labor and Industry

*This workshop will give attendees information about the Montana Registered Apprenticeship program, how it can help to grow your talend pipeline, and what tools are available to businesses across the state, including the apprenticeship tax credit.*

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| --- | --- | --- | --- |
| Dr. Kirk Lacy | DLI | Workforce Policy Director | KLacy@mt.gov |
| Morgan Marks |  |  |  |
| Mark Lilrose |  |  |  |
| Bo Bruinsma |  |  |  |

**Exit Planning and Value Creation –** DoubleTree Hotel Skybridge 4

Presented by Montana Manufacturing Extension Center

*This practical, hands-on workshop will enable business owners to evaluate their state of readiness for an exit, and prioritize specific actions to better prepare. Participants will learn how to increase the value of their individual businesses, and will leave with individual action plans to do so. We’ll also help owners prepare to hold themselves accountable for implementing their value-enhancement action plans.*

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| --- | --- | --- | --- |
| Alistair Stewart | MMEC | Senior Business Advisor | alistair.stewart@montana.edu |
| Sean Hutchinson | Strategic Value Advisors | CEO |  |

**Lean Manufacturing Simulation - Lego Airplane Factory –** DoubleTree Hotel Conference Room 5

Presented by Montana Manufacturing Extension Center

*Alternating hands-on simulation and class time where participants learn the basics of Lean manufacturing that will reduce the cost of virtually any process and can be applied to any process including food manufacturing, engineering, office procedures, and product development. Learn how organizations throughout the world work to develop more efficient processes that reduce cost, reduce lead time, reduce space requirements, and create a better working environment for all employees.*

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| Bill Nicholson | MMEC | Senior Business Advisor | bnicholson@montana.edu |

**Choosing your business structure –** DoubleTree Hotel Skybridge 3

*One of the key decisions you’ll make when starting a business is its structure. Your choice of structure will depend on the size and type of business, your personal circumstances and how much you plan to grow the business. Garth Jacobson, the Senior Government Relations Attorney for CT Corporation, will be presenting this workshop and will discuss the ideas and strategies behind deciding between a corporation or an LLC..*

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| Garth Jacobson | CT Corporation | Attorney |  |

**9:00-5:00 Solutions Lounge -** DoubleTree Hotel Conference Rooms 1, 2, 3, & 4

**1:00-1:30 Welcome -** DoubleTree Hotel Ballroom

**1:30-2:15 Keynote Conversation w/ Bethany Yellowtail Founder B.Yellowtail-**

DoubleTree Hotel Ballroom

**2:15-3:00 Keynote Conversation w/ Jason Williams CEO Blackfoot Communications-** DoubleTree Hotel Ballroom

**3:00-4:30 Stage Sessions**

**Continuing Conversations w/ Bethany Yellowtail -** Northern Hotel Ballroom South

*Continue the conversation with Bethany as she is joined by other successful Native American Artists for an interactive Panel Discussion. Hear what it means to be an artist and business owner and make it all work on and off the reservation.*

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| --- | --- | --- | --- |
| Bethany Yellowtail | B.YELLOWTAIL | CEO | kim@byellowtail.com bethany@byellowtail.com |
| Rose Williamson | Indian Battle Tours | Owner | ndnbattletours@gmail.com |

**Millennial Recruitment and Retention-** Northern Hotel Ballroom North

*Hear from business leaders and organizations working with millennials about how to attract and create work environments that capitalize on the talent and leadership that this generation brings to the workforce.*

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| Rachel Huff-Doria | Forward Montana | Executive Director | rachel@forwardmontana.org |
| Ali Knapp | Wisetail |  |  |

**3:00-4:30 Breakout sessions**

**Innovations in Agriculture -** DoubleTree Hotel Skybridge 1

*Montana agriculture continually improves and reinvents itself with each new season. Hear from farmers, ranchers, and food business professionals who have reached new heights in agriculture through innovation and value added production. This session will focus on developing new skills and learning about the methods and machinery that are moving the Montana Agriculture Industry forward.*

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| --- | --- | --- | --- |
| Stacey Klippenstein | Miles Community College | President | klippensteins@milescc.edu |
| Thomas Dilworth | Big Sandy Organics | General Manager | thomasd@kracklinkamut.com |
| Susan Story | The Story Mill | Owner | storymilloils@gmail.com |
| Mariann Van Den Elzen | Quality Foods Distributing | Manager | mariann@marketdayfoods.com |
| Michael Rea | ORIgen Embryo Technologies | Manager | Jaredm@origen-beef.com |

**Achieving Rapid Growth -** DoubleTree Hotel Skybridge 2

*Businesses live or die by their continued growth. Learn how incremental growth increases can add up to dramatic results and hear how some high growth Montana companies got there. This panel will focus on the technical aspects of achieving high growth, growth hacking and growth sustainability.*

**High Impact Marketing on a Shoestring Budget -** DoubleTree Hotel Skybridge 3

*Don't have the cash to spend on large marketing initiatives? No problem—there are plenty of high impact, low cost marketing options you can implement that effectively reach your target market and spread your marketing dollars. Learn best practices and strategic approaches to market on a shoestring budget.*

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| --- | --- | --- | --- |
| Brandon Orr | Helena SBDC | Regional Director | Brandon.orr@umhelena.edu |

**Increasing Your Competitive Advantage through Technology & Automation -** DoubleTree Hotel Skybridge 4

*Everything from payroll and purchase orders to manufacturing and customer service is ripe for automation, and there are numerous companies working on new solutions to streamline tedious tasks, harness data at critical points, and improve current operations through the provision of additional information. This session will cover effective application of technology and automation needed to modernize your organization and increase your competitive advantage.*

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| Shane Cantrell | MMEC | Business Advisor | shane.cantrell@montana.edu |

**How to protect your intellectual property with very little expense -** Double Tree Hotel Conference Room 5

*Intellectual Property is an important and often overlooked concept that can have significant impact on small business innovation and inventors alike. This Seminar will focus on providing a working understanding of IP terms, classifications and strategies. We’ll look at different elements of IP like Patents, Trade Secrets, Trademarks and Copyrights. We’ll also discuss IP tools for entrepreneurs, inventors and innovators, and what resources are readily accessible for developing a comprehensive IP management program.*

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| Dave Allard | MMEC | Business Advisor | david.allard1@montana.edu |

**Strength in Numbers: Creating Financial Value -** Northern Hotel Hart Albin West

*Numbers aren't sexy, but understanding how to use your financials to make business decisions can be fun and give you a leg up on the competition. Join us for an interactive session that will allow you to play with numbers and see how small changes can have big impacts.*

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| --- | --- | --- | --- |
| Anya Peterson-Frey | SBDC | Regional Director | anya.petersenfrey@montana.edu |

**Biotechnology – Montana Innovation -** Northern Hotel Hart Albin East

*As we encourage more students to go into STEM fields, will there be jobs for them in our state? This session will explore how to keep home-grown bio entrepreneurs in Montana and how to connect with the partners that will help them create substantial job growth in Montana’s biotechnology sector.*

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| --- | --- | --- | --- |
| Ron Zook | Swan Valley Medical | President and CEO | zook@swanvalleymedical.com |
| David Burkhart | Inimmune | COO | David.j.burkhart@inimmune.com |
| Rob Goodwin | Takeda | VP, Global Program Head | Robert.goodwin@takeda.com |
| Don Beeman |  |  | Donbee6@gmail.com |
| Michael Kauffman | GSK | Site Controller | Michael.kauffman@gsk.com |
| Scott Olsen | PhRMA |  |  |
| Tim Layton | Genetech | Senior Manager | Layton.timothy@gene.com |
| John Delaney | Amgen |  |  |
| Stan Abel | Site 1 Therapeutics |  |  |

**Doing Business in Indian Country -** Northern Hotel Babcock East

*Doing business in Indian Country can be incredibly exciting and provide huge opportunities for business relationships on Indian Reservations and with tribal members. Working with tribes is not much different than anywhere else - having a solid understanding of the tribal laws and codes as well as collaboration and networking can lead to growth and success for any entrepreneur looking for innovative ventures within Indian Country.*

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| --- | --- | --- | --- |
| Casey Lozar | MOTBD | Bureau Chief | clozar@mt.gov |
| Tim Guardipee | Native American Development Corporation | Business Development | tguardipee@nadc-nabn.org |
| Patrice Kunesh | Federal Reserve Bank of Minneapolis-Center for Indian Country Dev | Assistant Vice President/Director | Patrice.Kunesh@mpls.frb.org |
| Quintin Apedaile | Fox Lumber | Director of Operations | Quintin@foxlumber.com |

**Creative Collaborations: Co-Ops and Shared resources -** Northern Hotel Babcock West

*Cooperatives are one of the oldest forms of businesses and are gaining new interest in the State of Montana. Learn the basics of Cooperative Development from people you’ve the people who’ve done it, and come away with new ideas and concepts for building your business and addressing community needs.*

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| Tracy McIntyre | Rural Eco. Designs (MCDC- Coop Specialist) | Principal | [ruraleconomicdesigns@gmail.com](mailto:ruraleconomicdesigns@gmail.com) |

**6:00 Innovate Montana Reception**

Pub Station

**Thursday, July 13**

**9:00-3:00 Solution Lounge Open**

DoubleTree Hotel 3rd Floor Lobby

**8:45-9:00 Welcome Day 2**

DoubleTree Hotel Ballroom

**9:00-10:30 Unleashing Our Collective Expertise to Innovate**

DoubleTree Hotel Ballroom

*Have you ever noticed that some of the best conversations and learning that occur at conferences are those impromptu moments during breaks or in between sessions? That’s not because the presentations aren’t of value – it’s more about those unplanned and emergent opportunities we have to discuss ideas with peers that we don’t always have time to meet with or don’t often see. Open Space Technology is specifically designed to allow those conversations to emerge.*

*The session’s purpose is to expand innovation opportunities in Montana. We will tap into the collective expertise of conference attendees to address problems, explore solutions and generate new ideas that can help you, your community and the state grow a culture of innovation.*

**10:30-12:00 Stage Sessions**

**Outdoor Manufacturing**

Northern Hotel Ballroom South

*Montana is home to some of the finest outdoor gear manufacturers in the world. This industry is diverse and growing with dozens of startups across the state and a number of well established brands growing by the day. This session will provide insight on the challenges and opportunities to making outdoor gear in, arguably, the best place in the world to recreate.*

**Inside a Pitch**

Northern Hotel Ballroom North

*Pitch fests, shark tanks, business plan competitions. Have you ever wondered what it would take to come out on top? This discussion will take you inside the minds of seasoned judges. Hear their critiques and discussions on real pitches from entrepreneurs that have pitched their businesses at competitions around the state. Get an insiders perspective on what makes a pitch standout and win.*

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| --- | --- | --- | --- |
| Paul Gladen | Blackstone Launchpad, UM | Director | paul.gladen@mso.umt.edu |
| Dena Johnson | SBDC Billings | Director | johnson@bigskyeda.org |
| John Rogers | John Rogers Consulting | Principal | [Johncrogersmt@gmail.com](mailto:Johncrogersmt@gmail.com) |

**10:30-12:00 Breakout Sessions**

**High Growth Capital**

DoubleTree Hotel Skybridge 1

*High growth capital (including angel, venture, private equity and certain debt) is not appropriate for all companies but it’s vital to some. Learn about what businesses are a good fit for these funding types, the differences between the sources of capital, and how to apply for funding successfully.*

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| --- | --- | --- | --- |
| Lindsey Hagmaier | MTIP | program manager | LHagmaier@mt.gov |

**Live Case Study w/ Montana World Trade Center Tech Export Team**

DoubleTree Hotel Skybridge 2

*Learn from your peers with a live case study with a featured business. Hear members of the Montana World Trade Center's Tech Export Team weigh in on best practices while learning about featured business' experience selling internationally.*

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| --- | --- | --- | --- |
| Brigitta Miranda-Freer | Montana World Trade Center | Executive Director | [brigitta@mwtc.org](mailto:brigitta@mwtc.org) |
| Justin Cook | MWTC TechEx Team Member | Certified U.S. Export Compliance Officer, C2 International, LLC | [jcook@c2iconsulting.com](mailto:jcook@c2iconsulting.com) |
| Toni Tease | MWTC TechEx Team Member | Registered Patent Attorney, Antoinette M. Tease, P.L.L.C. | [toni@teaselaw.com](mailto:toni@teaselaw.com) |
| Joel Henry | MWTC TechEx Team Member | Senior Counsel, Michael Best | [jehenry@michaelbest.com](mailto:jehenry@michaelbest.com) |
| Angela Marshall-Hofmann | MWTC TechEx Team Member | CEO, World Strategies, LLC | [Angela.Hofmann@worldstrategies.net](mailto:Angela.Hofmann@worldstrategies.net) |
| Udo Fluck | MWTC TechEx Team Member | Founder, Global Competency Training and Consulting | [udofluck@igctc.com](mailto:udofluck@igctc.com) |

**Cyber Security**

DoubleTree Hotel Skybridge 4

*Cyberspace and its underlying infrastructure are vulnerable to a wide range of risk stemming from both physical and cyber threats. Sophisticated cyber actors and nation-states exploit vulnerabilities to steal information and money and are developing capabilities to disrupt, destroy, or threaten the delivery of essential services. A range of traditional crimes are now being perpetrated through cyberspace. This includes banking and financial fraud, intellectual property violations, and other crimes, all of which have substantial human and economic consequences. This session will help you learn how to keep your company from becoming a victim of cybercrime.*

**Employee Retention: Creating a Positive Company Culture**

DoubleTree Hotel Skybridge 3

*Happy employees make for thriving businesses! In this course, you will learn how to create a positive corporate culture by identifying larger business goals. Get tips on hiring smarter, keeping employees engaged, and handling employees' concerns or complaints before they interrupt production.*

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| --- | --- | --- | --- |
| Julie Jaksha | SBDC | Regional Director | jjaksha@headwatersrcd.org |

**Exit Planning**

DoubleTree Hotel Conference Room 5

*Business owners typically have 80-90% of their wealth tied up in their businesses, and every owner will eventually exit. It’s not a matter of if, it’s a question of when and how. The odds of success are not favorable, however. According to data from the Exit Planning Institute, a meager 5% of business owners are likely to successfully sell their businesses and not profoundly regret the decision soon after. Owners who wish exit on their own terms and at a time of their choosing, should attend this session to learn how to plan for personal, financial and business success.*

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| --- | --- | --- | --- |
| Alistair Stewart | MMEC | Senior Business Advisor | alistair.stewart@montana.edu |
| Bryce DeGroot | Compass Advisors | CEO (Bryce) | bryce@compass-advisors.com |
| Sean Hutchinson | Strategic Value Advisors | CEO |  |

**Marketing: Building a brand**

Northern Hotel Hart Albin West

*Building a Brand Strategy for your business includes building a brand for yourself. This session will focus on how brand development is more than about the product of your business but how you can tell your story to make it memorable and attract new clients/buyers to your company.*

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| --- | --- | --- | --- |
| Shannon Hughes | Spur Studio | CEO, Lead Strategist | shannon@spur-studio.com |
| Seth Nielson | Spur Studio |  | seth@wasaindustries.com |

**Innovation and Success in Rural Businesses**

Northern Hotel Hart Albin East

*Rural Communities are seeing drastic changes across Montana. Build your skills as an entrepreneur in a rural community by learning how others have been successful through innovation and dedication to their business and their community.*

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| --- | --- | --- | --- |
| Riza Gillpin | Tumblewood Teas | Founder/CEO | Riza@tumblewoodteas.com |
| Laurie Rennie | Tumblewood Teas | Founder/CFO | Laurie@tumblewoodteas.com |
| Misty Kriskovich | Hobson Insurance | Principal | misty@businessquote.com |

**Ag Tech**

Northern Hotel Babcock West

*Technology is changing how we do business in Agriculture. From drones to Smart Tractors, and from big data impacts in agronomy to Food Incubators for foods of the future, Montana producers and food manufacturers are implementing inventive solutions that have grown from solid agricultural roots. Learn from those on the ground who have incorporated new technology to build and expand their agricultural businesses.*

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| --- | --- | --- | --- |
| Ben Thomas | Department of Agriculture | Director | benjamin.thomas@mt.gov |
| Doug Roberts | Flat Earth | CEO | roberts@flatearthinc.com |
| Walker Milhoan | RanchLogs | Owner | walker@ranchlogs.com |
| DeImna Heiken | Triangle Ag Services | Owner | deimna@triangleag.com |
| Christie Bell | MTIP | Consultant | christie@christiebell.com |
| Claude Smith | MMEC | Food and Process Specialist | claude.smith1@montana.edu |

**Innovative Business Models**

Northern Hotel Babcock East

*Pop-up shops, franchises, subscription boxes. Utilizing untraditional methods for their businesses in this session you will hear from individuals who built their business success by taking the road less traveled*

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| --- | --- | --- | --- |
| Chris Dimock | Elation | CEO | Chris@elation.com |
| Bekah Esquibel | Beautiful Life Clothing Boutique | Owner | beautifullifeclothing@gmail.com |

**12:00-1:30 Lunch and Learn**

Downtown Billings

**1:30-2:30 Crowd Sourced Problem Solving**

DoubleTree Hotel Ballroom

*In this session, every participant will have the opportunity to receive constructive advice, helpful resources and targeted solutions to their unique business and innovation challenges. In addition, everyone will have the chance to contribute their insights and expertise to the problems of others. No matter the issue or challenge, every participant will leave this session with practical learning that can immediately be applied.*

**2:30-3:30 Keynote Conversation w/ Dave Morin CEO Slow Ventures**

DoubleTree Hotel Ballroom

**3:30-4:00 Closing Remarks**

Double Tree Ball Room