

## 2022 BAD Conference

### *Navigating the Currents of Post Covid*

Friday, May 20, 2022

Langroise Hall, The College of Idaho, Caldwell

To register, go to [BadYotes.com](https://BadYotes.com)

Time	Topic	Description	Speakers/Panelists
1:00 – 1:15	<b>Kickoff</b>	Welcome the business community, panelists, faculty, and students to the BAD Conference.	<ul style="list-style-type: none"> <li>• <b>Marilyn Melchiorre</b>, Chair, BAD Dept., C of I</li> <li>• <b>Jerry Summers</b>, Executive Director, Caldwell Chamber of Commerce</li> </ul>
1:15 – 1:45	<b>Economic Outlook</b>  Keynote	Steve will provide economic and current state of development for the western side of the state and implications for the broader Treasure Valley	<ul style="list-style-type: none"> <li>• <b>Steven Jenkins</b>, Caldwell Economic Development Director</li> </ul>
1:45-2:30	<b>The Great ... Resignation Return Re-envision Re-shuffle</b>  Panel Discussion	<p>This panel discussion will focus on the current employment state including issues, challenges, and strategies for keeping your labor force intact and growing</p> <p>Moderator: Lori Tucker, Faculty, C of I</p>	<ul style="list-style-type: none"> <li>• <b>Cammie Freeman</b>, Founder, Stackrock Talent</li> <li>• <b>Rob Graham</b>, Regional Manager, Express Employment</li> <li>• <b>Kevin McDowell</b>, Talent Acquisition Manager, St. Luke's Health System</li> <li>• <b>Brent Oetken</b>, Professional EOS Implementer®, Profit Creek EOS</li> </ul>
2:30-3:15	<b>Navigating Through a Pandemic, War, Inflation, and Changing Technology</b>  Panel Discussion	<p>Hear from business leaders and principals of businesses that survived and thrived through the great depression, the global financial crisis (08-09), and the pandemic.</p> <p>Moderator: Seth Ruhter, Faculty, C of I</p>	<ul style="list-style-type: none"> <li>• <b>Scott Gipson</b>, President, Caxton Printers (Over 100 years in business)</li> <li>• <b>Megan Multanen</b>, Chief Executive Officer, Best Bath (In business since 1969)</li> <li>• <b>Mark Schmitt</b>, President, D&amp;B Supply (In business since 1959)</li> </ul>
3:15-3:45	<b>Networking Break</b>	Break for networking and discussion <i>Cookies, tea, and coffee in the lobby</i>	
3:45-4:30	<b>Business Issues Through The Lens of Thought Leaders</b>  The Speed Round	<p>A variety of topics and issues facing business leaders with strategies to navigate and thrive through adversity.</p> <p>Moderators (Faculty, C of I):</p> <ul style="list-style-type: none"> <li>• Rick Goodwin</li> <li>• Marilyn Melchiorre</li> <li>• Chris Middleton</li> </ul>	<p>Supply Chain Issues and Updates (Rick)</p> <ul style="list-style-type: none"> <li>• <b>Victoria Cerda</b>, International Logistics Specialist, Simplot</li> <li>• <b>Karen Hunt</b>, Dir. of Supply Chain, HP</li> <li>• <b>Nicolas Kawaguchi</b>, COO/Co-Founder, Vessel</li> </ul> <p>Marketing/Brand/Social Media (Marilyn)</p> <ul style="list-style-type: none"> <li>• <b>James Albert</b>, CEO, Murie Design Group</li> <li>• <b>Emily Border</b>, Global Director, Cradlepoint</li> </ul> <p>Small Business Challenges (Chris)</p> <ul style="list-style-type: none"> <li>• <b>Ruth Schwartz</b>, Senior Consultant, Small Business Dev. Ctr.</li> <li>• <b>George Seybold</b>, CEO, Talloo</li> </ul>
4:30-5:00	<b>Closing Remarks</b>	Update on The College of Idaho BAD, High Impact Practices, and the Caldwell Chamber.	<ul style="list-style-type: none"> <li>• <b>Marilyn Melchiorre</b>, Chair, BAD Dept.</li> <li>• <b>Latonia Keith Haney</b>, VP, HIP, C of I</li> <li>• <b>Jerry Summers</b>, Ex. Dir., Caldwell Chamber</li> <li>• <b>Seth Ruhter</b>, Faculty, C of I</li> </ul>
5:00-7:00	<b>Networking</b>	<i>Happy Hour Refreshments in the Lobby</i>	