



**MEDA LEADING THE WAY  
TO INNOVATION**  
2011 Spring Conference  
April 27- 29, 2011



Hosted by:



*PPL Montana was proud to sponsor this professional development opportunity and support educational enrichment within Montana's economic development community.*



**PRE-CONFERENCE: MARKETING!**

Three people were critical to the success of MEDA's PreConference. Pictured with the MEDA banner below (left to right) are Lisa Perry, PPL Montana; Eric Canada, Blane Canada, Ltd., and Kellie Danielson, Montana West Economic Development. PPL Montana served as sponsor, Eric Canada was the instructor and Kellie Danielson, Chair of the MEDA Professional Development Committee made it all happen.



Above L to R: Lisa Perry, Eric Canada, Kellie Danielson

Over 50 participants learned of the stages of marketing, successful marketing strategies, messages that work, NO/LOW budget marketing, marketing materials, and 14 fabulous tricks.



The second course, held Thursday morning, was all about marketing your Economic Development Organization. Participants learned of differentiation strategies, how to position their organization, and metrics for success.

**TOUR TIME**

MEDA's host, Prospera Business Network, arranged three tours for Pre-Conference attendees:



[MSU Optical Technology Center](#)

"OpTec" promotes collaboration with the local laser optics industry, leading to economic growth and improved student opportunities in Montana. Attendees toured its research labs and learned about innovative projects, such as a new space instrument for NASA.



[Gallatin Field Airport](#)

MEDA members toured the construction site where four new gates will open to the public and learned about the air traffic growth in Gallatin County.



[WayFare Foods](#)

MEDA attendees toured this growing innovative Bozeman company which is dedicated to producing healthy, plant-based foods that are consumed as if they were dairy products, such as cheese and sour cream.

# 2011 MEDA SPRING CONFERENCE

## *Leading the Way to Innovation*

### KICKOFF LUNCHEON



Attendees of the 2011 MEDA spring Conference were greeted by host Stuart Leidner, (left) Prospera Business Network, and (right) Bozeman Mayor Jeff Krauss as well as representatives from Montana's Congressional Delegation.

### INNOVATION AT WORK IN MONTANA

Chris Ageson, Economic Specialist, Governor's Office of Economic Development and Dore Schwinden, Director, MT Dept. of Commerce, shared examples of innovative programs and innovative business success in Montana.

Bryant Ralston, GCS Research, shared a presentation on [Montana Means Business Site Selector](#) website. Prospective business developers looking for sites in Montana can search available properties.

The screenshot shows the Montana Site Selector website. At the top, there is a logo for "MONTANA Site Selector" and a navigation bar with icons for search, map, information, and user profile. Below the navigation bar is a "Welcome" message and a menu with "Welcome", "Disclaimer", "Help", "Portals", and "Contact Us". The main content area features four numbered steps: 1. Enter data to match available business properties; 2. Search Results show in a carousel below the map; 3. When you find properties of interest, check "Add to My Properties"; 4. Run reports using ESRI's powerful Business Analyst Online tools.

Choose from several ESRI Business Analyst Online Reports to learn about demographics, employment, wages, traffic, nearby businesses, and many other business factors in a radius around a site of interest, or an entire city or county. The tools on this site help select the best site for doing business in Montana.

**Contact information for Bryant Ralston:** GCS Research, 115 South 4<sup>th</sup> Street West, Missoula, MT 59801 (406) 532-3254 (main office); (406) 546-7407 (cell) [bralston@gcs-research.com](mailto:bralston@gcs-research.com)

## KEYNOTE: MSU PRESIDENT WADED CRUZADO AND *THE INNOVATIVE POWER OF MSU*

The economic impact of Montana State University is undeniable, and its contributions to innovation are helping the state prosper.



**Dr. Waded Cruzado**, pictured left with outgoing MEDA President Jim Davison, officially took office as President of Montana State University on Jan. 4, 2010. She is the first woman and the first minority to serve as a university president in the state of Montana. President Cruzado fired up the audience with examples of Montana higher education success. Go Cats!

[Presentation file from Dr. Waded Cruzado](#)



## MEDA INNOVATION: LEADING THE WAY

Steve Arveschoug, Big Sky EDA; Chairs the MEDA Innovative Working Group. Thanks to financial support from Senator Max Baucus, the MEDA Innovation and Strategic Planning Working Group hired two interns, Teresa Snyder-Borrenpohl and Zachary Rogala. The interns studied innovative best practices in similar states and conducted case studies of several success stories. The MEDA Innovative Working Group will soon be planning next steps.

[MEDA Intern Presentation](#)

Pictured Right (left to right): Sam Korsmoe, Marcy Allen, Teresa Snyder-Borrenpohl, Zack Rogala and Steve Arveschoug.



**Katie Cole and Christine Bell, MDOC/MTIP**

## TOOLS FOR INNOVATION: MTIP RESOURCES

Christine Bell, MDOC/MTIP Director and John Balsam, John Balsam Associates shared information on innovation resources for tech-based businesses. Tech-based businesses require substantial amounts of R&D funding before their technologies are ready for angel and venture capital consideration. Christie and John shared with economic developers how their tech-based clients can obtain the seed capital needed to move their technologies from concept to commercialization.

## MEDA AND PARTNERS NETWORKING RECEPTION



Program directors and managers shared resources with MEDA conference attendees during a reception on Thursday evening.



Above left: Doug McBroom, MT Dept. of Transportation shares information with Nick Rich and Julie Burk. Above right: Kathie Bailey and Larry Gallagher enjoy catching up on news.



Above left: Deb Singer, NorthWestern Energy and Maria Kappes, Prospera Business Network, enjoy networking. Maria was instrumental in the success of the 2011 MEDA Spring Conference. Above right: Lonie Stimac shared information on Made in Montana, Trade Show Assistance, Export Assistance and Business 2 Business Marketing Assistance.

## HONORING DICK KING

Jim Davison presented Dick King with a gold clock inscribed: "Dick King, A Leader and A Gentleman" with thanks for being a founder of MEDA and serving on the MEDA Board. Dick is not retiring, but moving on to even greater adventures.



## MEDA LEADING THE WAY TO INNOVATION: DAY 2

Day two of the MEDA Conference began bright and early with many of MEDA's Working Groups discussing topics of interest.



**BEAR Working Group** L to R: Michael Jackson, Heather Mousley, Mike O'Rourke and Dave Morey.



**Energy Working Group** L to R: Warren Harden, Steve Troendel, Larry Gallagher, Deb Singer (Chair), Sarah Converse and Christina Henderson.



**Tourism Working Group** L to R: Webb Brown, Julie Johnson, Mike Strang (Chair), and Debi Davidson.

## PROSPERA INNOVATOR OF THE YEAR PETE ROOS, BRIDGER PHOTONICS

Prospera Business Network Innovator of the Year, Pete Roos, shared his company's story and what it takes to operate a business outside-of-the-box. Pete's energy and start-up expertise were inspiring to the audience.

### [Pete Roos Presentation](#)



L to R: Tony Preite, Pete Roos and Stuart Leidner

## MEDA 2011 ANNUAL MEETING

The MEDA Annual Meeting was lively and consisted of election of board and officers, committee updates, working group updates and legislative outcomes.



### 2011 MEDA Officers:

- President – Larry Mires
- Vice President – Terry Myhre
- Past President – Jim Davison
- Treasurer – Tracy McIntyre
- Secretary – Gloria O'Rourke

Terry Myhre (left) and Rick Edwards (right) facilitated the Annual Meeting.

[View the Annual Meeting Presentation](#), including legislative summary from Evan Barrett, Andy Poole and Rick Edwards.



Left to Right: Andy Poole provided a Legislative Update, Anne Boothe reported on the Scholarship Awards, Kellie Danielson shared what is next for Professional Development Training and Tina Oliphant reported on behalf of the RLF Working Group.

MEDA Members will be sent an electronic evaluation and survey to review the conference and gather feedback on organizational direction.

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***Thanks to our 2011 MEDA Spring Agenda Committee:***

Stuart Leidner, Maria Kappes of Prospera Business Network; Kellie Danielson, Montana West Economic Development; Brenda Sorensen, MT USDA/RD; Tracy McIntyre, Eureka Rural Development Partners; Jim Davison, Headwaters RC&D and Anaconda Local Development; Andy Poole and Karyl Tobel, Montana Department of Commerce; Paul Lachapelle, MSU Bozeman; Debbie Berg, Bozeman Job Service; Chris Kukulski, Bozeman City Manager; Brit Fontenot, City of Bozeman Economic Development Liaison and Ed Meece, Livingston City Manager.

**THANKS TO OUR GENEROUS SPONSORS:**

