

# EMPOWERING

the leaders **of tomorrow**

INAUGURAL YP  
DEVELOPMENT  
SUMMIT  
DECEMBER 14, 2022



BOISE  
YOUNG  
PROFESSIONALS  
BOISE METRO CHAMBER PROGRAM



We greatly appreciate each sponsor who has made this event possible.



CO-SPONSOR



CO-SPONSOR & SCHOLARSHIP SPONSOR



SUPPORTING SPONSORS



SCHOLARSHIP SPONSORS



HEADSHOT SPONSOR



MEDIA PARTNER



# EMPOWERING

## the leaders **of tomorrow**

### AGENDA

- /// 10:00AM-11:45AM — CHECK-IN, REGISTRATION, FREE HEADSHOTS  
Sponsored by Better Business Bureau
  
- /// 12:00PM-1:00PM — LUNCH & OPENING KEYNOTE  
*Growing Leaders in a City for Everyone*  
Mayor Lauren McLean - City of Boise
  
- /// 1:15-2:00PM — BREAKOUT SESSION #1  
*Workplace Needs, Opportunities, & the Local Economy*  
**Moderator** - Gordon Jones - President, College of Western Idaho
  - Larry Geyer - Department Manager, Quality Electric Inc.
  - Mark Groves - President, Northwest Lineman College, Idaho Campus
  - Jeff Jackson - CEO, Jackson Jet Center  
*Community Engagement & Volunteerism*  
**Moderator** - Emily Baker - Founder, Portman Square Group & Boise Metro Chamber Board Chair
  - Erin Anderson - Executive Director, Idaho Botanical Garden
  - Jimmy Hallyburton - Boise City Council & Executive Director, Boise Bicycle Project
  - Jennifer Hensley - Executive Director, Downtown Boise Association
  
- /// 2:15 -3:00PM — KEYNOTE  
*Reimagining Leadership: Awareness to Action*
  - Adán De La Paz - Founder, De La Paz Education Services
  
- /// 3:15-4:00PM — BREAKOUT SESSION #2  
*Vision: Build Your 'Something' and Financial Planning*
  - Paul Hales - President, CEO and General Agent, MassMutual Idaho  
*Communicate Confidently*
  - Dale Dixon - Chief Innovation Officer, Better Business Bureau
  
- /// 4:15-5PM — CLOSING KEYNOTE  
*Career Coaching & Company Culture*  
**Moderator** - Katie Gaston - Senior Product Marketing Manager, Givelify, and Chair of Boise Young Professionals
  - Allison Bruce - VP Executive Recruiting, TalentSpark
  - Chris Taylor - President & CEO, Fisher's Technology
  
- /// 5:30-6:45PM — HAPPY HOUR @ LUCKY FINS
  
- /// 7PM — IDAHO STEELHEADS GAME

# Speaker's Bios



## **Adán De La Paz**

### **Founder, De La Paz Education Services**

Adán De La Paz is the Principal Consultant and Founder of De La Paz Education Services. His firm provides customized support to organizations seeking to advance their Diversity, Equity & Inclusion (DEI) efforts by building stronger communities of understanding, belonging and solidarity.



## **Erin Anderson**

### **Executive Director, Idaho Botanical Garden**

Erin Anderson is obsessed with improving operations and helping others find innovative ways to solve the tough challenges of any organization. She especially digs working with staff to inspire and develop a team to learn, grow and succeed. She has over 15 years of experience with non-profits.



## **Allison Bruce**

### **VP Executive Recruiting, TalentSpark**

Allison Bruce is TalentSpark's VP of Client Relations and managing partner. She has over 15 years of experience in a variety of industries including several Fortune 500 companies, Private 100 companies and nonprofits. She has recruited at all levels from university hires to C-Suite and has successfully managed large-scale hiring projects for several organizations.



## **Emily Baker**

### **Founder, Portman Square Group and Chair of the Boise Metro Chamber Board of Directors**

With first-hand knowledge grounded in a deep understanding of government and public affairs, Emily designs and leads game-changing public outreach campaigns for projects and initiatives that change minds and create action. A fifth-generation Idahoan, Emily spent nearly fifteen years between DC and New York before moving back to Idaho with her husband Mike and their three boys.



## **Dale Dixon**

### **Chief Innovation Officer, Better Business Bureau**

Dale Dixon helps businesses and buyers win in the marketplace through honesty, trust and integrity in his role as Chief Innovation Officer of Better Business Bureau Great West + Pacific. In his role, Dale's mission is to make the BBB brand more valuable for trustworthy businesses and easier to use for people searching for ethical companies.



## **Katie Gaston**

### **Senior Product Marketing Manager, Givelify and Chair of Boise Young Professionals**

Katie Gaston is a Senior Product Marketing Manager for Givelify, an organization helping non-profits achieve their mission through mobile fundraising. Katie is an innovative, results driven product marketing management leader with 12+ years of B2B software-as-a-service helping companies launch profitable products to enable best-in-class customer experiences.



## **Larry Geyer**

### **Department Manager, Quality Electric Inc.**

Larry Geyer is the Executive Management for Quality Electric Inc. where he has worked for 34 years! He grew up in Marietta, Georgia, but considers Boise his home. Currently, Larry serves as a St. Luke's Children's Hospital Board Member and enjoys giving back to the community. In his free time, Larry loves spending time with his wife Lisa, as well as their children, grandchildren, and silver lab named Belle.



## **Mark Groves**

### **President, Northwest Lineman College, Idaho Campus**

Mark Groves is the Idaho Campus President for Northwest Lineman College (NLC). Mark has dedicated his life and career to the energy industry and the electrical linework trade. Mark graduated from NLC's Electrical Lineworker Program (ELP) in 1996 and subsequently spent 15 years practicing the trade across the western United States.



## **Paul Hales**

### **President, CEO and General Agent, MassMutual Idaho**

In 2014 Paul was appointed President and CEO of MassMutual Idaho, which he and his team have built into something special. With the growth of the firm, Mr. Hales has expanded his enterprise with career distribution to include Idaho, Utah, Montana, and Wyoming. He has also built a national brokerage business that has advisors in all 50 states.



## **Jimmy Hallyburton**

### **Boise City Council and Executive Director, Boise Bicycle Project**

Jimmy was elected to Boise City Council in 2019, and in 2021, led the City of Boise's Pathways Master Plan process that approved 110 miles of off-street walking and biking pathways across Boise's neighborhoods. He is also the creator of Boise Goathead Fest and Boise Bicycle Project. Jimmy believes that beautiful change happens when people slow down, share space and come together to get their hands dirty.

# Speaker's Bios



**Jeff Jackson**  
**CEO, Jackson Jet Center**

Jeff Jackson is the CEO of Jackson Jet Center, a full-service FBO Operation in Boise, and Phoenix, with maintenance Authorized Service Facility for Cessna, Beechcraft and Cirrus. Jackson Jet specializes in aircraft maintenance in Boise. Jackson Jet Center has become an internationally recognized aviation company and continues to be an aviation leader with operations in a wide variety of jet, turbo-prop and piston aircraft.



**Jennifer Hensley**  
**Executive Director, Downtown Boise Association**

Jenn Hensley has been the Executive Director of the Downtown Boise Association since 2019, having prior served in roles with the Minnesota Museum of American Art in Saint Paul and Fort Collins Downtown Development Authority in Colorado. She currently holds a seat on CATCH Idaho's Board of Directors, Boise Farmer's Market's Volunteer Committee, and the Child Abuse Prevention Month Committee.



**Gordon Jones**  
**President, College of Western Idaho**

Gordon Jones is the President of the College of Western Idaho (CWI), Idaho's largest comprehensive community college serving over 30,000 students from across the State of Idaho. CWI's primary focus is delivering affordable, high-quality and accessible education. President Jones is passionate about promoting affordable higher education that translates to enhanced employment and life opportunities for all students.



**Mayor Lauren McLean**  
**City of Boise**

Mayor McLean was sworn in on January 7, 2020. She is the 56th mayor of Boise and the first woman elected to that position in the city's 150-year history. She is passionate about public service, leading boldly with the community at the forefront of every decision. As Mayor, she leads the fight against climate change, setting ambitious goals to secure an environmentally and economically resilient future for Boise.



**Chris Taylor**  
**President & CEO, Fisher's Technology**

Chris is CEO and Co-Owner of Fisher's Technology, an office technology company offering IT network management, copier and printer services, business telephone solutions and electronic document management software and services. During Chris's sixteen years at the helm, the 85 year-old Fisher's has more than sextupled in size.





## **BOISE YOUNG PROFESSIONALS (BYP)**

Boise Young Professionals is a Boise Metro Chamber program targeting talented young professionals in the Boise Metro area. BYP is a member-driven organization designed to connect, empower and engage the future workforce of Idaho. BYP offers intentional and creative programs to develop growing leaders, promote camaraderie, and retain young talent in the region.



If you have questions regarding membership, please contact us at **(208) 472-5213** or [byp@boisechamber.org](mailto:byp@boisechamber.org)