



# Agenda

**7:30—8:00 AM      Check-In, Networking & Breakfast**

Check-in and get your name badge, visit our sponsor tables, grab breakfast and network with fellow attendees!

**8:00—8:10 am      Welcome from The Alliance—Roger Zalneraitis (Main Banquet Room)**

**8:10—9:00 AM      3D Printing the Future—Easton LaChappelle**

Easton shares his experiences growing up in the area and finding his passion for robotics at an early age. With limited resources and a small bedroom, he slowly but surely made his ideas a reality. The Internet and local competitions helped gain attention around what he was doing that would ultimately lead to forming his company, Unlimited Tomorrow, around robotics. Technologies like 3D printing enable Easton and Unlimited Tomorrow to solve some of the world’s biggest problems. He discusses being a local business owner in Durango and the process for helping to grow the local economy as well as relying on other local businesses to grow.

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**9:00—9:15 AM      Break**

**9:15—10:15 AM      Morning Breakouts (Session 1) - Choose One of the Following 4 Presentations**

**A) Collaborative Change Leadership: Lead Change Effectively While Everyone Is Watching!—Erin Patla**

We’ve all heard that “change isn’t easy,” yet too often we also hear that “change is necessary.” So how do you accomplish something that is difficult but necessary in such a way that it sets you, your people, and your organization up for success while you continue to run a normal daily operation? In this interactive session, we will explore tips, strategies, and hands-on exercises that can help you not only define your change, but give you the tools with which to navigate it in a way that reduces pain and increases success. Ms. Patla will share her story of leading change not only from the context of business, but through the lens of public sector nonprofit leadership as well—leading change for the world to see . . . warts and all! Bring your perspective on a change you may currently be experiencing or considering, and walk away with some real work accomplished, ready to tackle change anew tomorrow.

**B) Future of the Internet—Randy Trost**

Ever wonder what the future looks like for new technologies that are coming over the next two to ten years? New advances in technology change the way we live our lives, from the way we communicate, to the way we consume entertainment, to the way we study and work. During this fun presentation, we will look at some of the new technologies that are on the horizon and the effect it will have on each of our lives. Our focus will be on new communications and entertainment options and associated “gadgets” that will impact the way we live and work. Great communications technology is imperative for vibrant communities to grow and maintain balanced work/life balance. We will help you understand the exciting things waiting just around the corner.

**C) Leadership Identity: Developing a Powerful Leadership Brand—Suzanne Phare**

As a developing leader, how do you choose what to project to those around you? Each of us exemplifies qualities which help others identify our values, mindset, actions, and responses as a leader. Join Suzanne in this informative workshop about how strengthening your leadership brand can help drive decisions as you build a strong presence in the workplace, whether you hold the title of boss or not.

**D) Advances in Cybersecurity Oversight—Chris Myklebust**

Colorado Bank Commissioner Myklebust will preview the Cybersecurity Assessment Tool (CAT) and the implications this will have on financial institutions as well as the reasons behind implementation.

**10:15—10:30 AM      Break**

**10:30—11:30 AM      Morning Breakouts (Session 2) - Choose One of the Following 4 Presentations**

**A) Future of Air Service —Tony Vicari**

Air service in the United States has evolved significantly over the past decade. Airline bankruptcies and mergers have changed the paradigm, and airports have been forced to adapt to this quickly changing industry. Four airlines now control 70% of the domestic market share, the remaining carriers have been relegated to niche roles, and aircraft fleets are changing. We will review how this new industry model has impacted the Durango-La Plata County Airport and what the future of air service looks like for SW Colorado and the Four Corners Region.

**B) A Flight Through “The Cloud”: Discovering a New World of Opportunity—Juan Fernandez**

This session offers a brief introduction to the Cloud and explores some of the most frequently asked questions such as, HOW do we actually use it? Juan also details the essential qualities of the Cloud to help define and justify this invisible world. This presentation also touches upon the major aspects of the cloud including security, back-up, redundancy, legacy integrations, energy, cost efficiency, access and more.

**C) Diversification of Oil & Gas Economy – Panel Discussion (John Feistner, Mika Kusar and Tom Bugnitz)**

At a time of low gas and oil prices, many companies in our area are struggling to find ways to stay afloat. Some are considering diversification outside of oil and gas to help stabilize and grow their businesses. In this panel, hear from experts about the dos and don'ts of diversifying your business and how best to get started on this challenging but rewarding path.

## **D) Social Media and Employee Devices At Work—Lynne Sholler**

National Labor Relations Board (NLRB) decisions apply to all employers, not just unions. In the past few years, starting with “the Facebook Cases,” the NLRB has limited employers’ ability to curb employee commentary on social media. Learn what you can and cannot do in this arena and how to avoid legal consequences. In addition, the program session will highlight opportunities and threats associated with allowing employees to use their own devices for work (Bring Your Own Device). While BYOD practices can increase efficiencies, they may also hinder productivity and potentially increase employer liability. Gain a practical road map for approaching social media and BYOD at work and keep your economic drivers on track by avoiding unanticipated legal minefields.

**11:30—11:40 AM Break**

**11:40—12:00 PM Lunch Service** (*Main Banquet Room*)

**12:00—1:00 PM Land Use Economics—Joe Minicozzi**

Land Use Economics is a fiscally responsible way to use land wisely. Few communities consider the important role that the value of land plays in land use planning, zoning, place making, and capital improvement planning. This session will change the way people think about the cost of development, sprawl, and the value of land. Joe will present the results of the Pueblo Study and demonstrate the market and tax revenue effect of various land use patterns. His work makes visual the tenet that “form follows finance.” To steal a line from Jerry McGuire, Joe will “show you the money.”

*Platinum Sponsor: First National Bank of Durango*

*Gold Sponsor: Russell Planning & Engineering*

*Gold Sponsor: GCC Energy, LLC*

**1:00—1:15 PM Break**

**1:15—2:35 PM Table Top Discussion Groups—Choose One of the Following 4 Presentations**

### **A) Impact & Influence: Sustaining Culture as You Grow—Ellen Babers**

As companies grow quickly, the number of employees who “know the ropes” or “get the culture” can quickly be dwarfed by the number of new people who bring in fresh ideas and their own sense of what a company culture should be. This interactive session first explores the strength of your current culture and your leadership brand, followed by effective ways to integrate new employees without diluting or losing the company energy and vibe.

### **B) Creative Marketing Outside the Box – Jessika Buell**

We all know that we need to do marketing for our businesses. Print, digital, radio, social; we create ads and go. But are you getting your money’s worth? Are there tricks or techniques your competitors are using to get more traction and see bigger results. Are there innovative ways to market that you are not thinking about when putting your marketing campaigns out there? In this tabletop session we will brainstorm ways to really THINK OUTSIDE THE BOX when it comes to marketing your company. We will learn how creativity really works and then collaborate to find techniques for inspiration, focus our ideas, and aim for marketing strategies that will really help us reach our business goals.

### **C) Innovate Your Future – The MakerLab Team (Ryan Finnigan, Alexii Carey, Brandon Welsh & Tomas German-Palacios**

The MakerLab provides a workshop space where amateurs and professionals interested in various fields such as electronics, robotics, software, wood or metal working, art, video, or photography can expand their skills, invent, and build new products in a collaborative environment. In order for business communities to remain competitive

in the global economy and technology, they require an increased knowledge base for industrial innovation. In this regard, nurturing innovation and intrapreneurship are central components of the strategy of any business. Companies need to invest and foster a talented workforce in order to stay competitive in the global economy. In this breakout session you will collaborate with others to make a product that accomplishes predetermined objectives. We will discuss how you can create a collaborative environment of innovation in your business. Come MAKE with us! The MakerLab was created by the joint effort of several local community members from various backgrounds and all of which have a passion from learning and creation.

**D) Avoiding Burnout: Specifically, for You, What is Burnout?—Barbara Gormally**

One reason there is not a silver bullet solution for how to avoid burnout is because the structure of our individual personality plays a significant role. This interactive session will let you 1) identify how you specifically experience stress; 2) how your stress takes you on pathways of burnout; and 3) explore what you can do individually to circumvent burnout.

**2:35—2:45 PM**      **Break**

**2:45—3:45 PM**      **Experience Design: Insights from Durango to Silicon Valley**  
**Keynote Address Presented by Chris Waugh**

In this session, Chris discusses the era of design in modern businesses and its practical ability to transform industries. He will unpack why Durango businesses have an unfair advantage by starting with constraints. Chris will share a number of real world examples of design thinking and its applicability to the region. Thinking like a designer can transform the way organizations develop products, services, processes, and strategy. This approach brings together what is desirable from a human point of view with what is technologically feasible and economically viable.

*Keynote Sponsor: Fort Lewis College*

*Keynote Sponsor: Vantiv*

**3:45—4:00 PM**      **Conference Wrap-Up—Roger Zalneraitis** (*Main Banquet Room*)

**4:00—5:00 PM**      **Chairmen’s Circle Networking Reception** (*Clara Burch Lawn & Patio*)  
Hosted by Alliance Chairman Circle Members  
Door Prizes to be announced.