

# Breakout Sessions

10:25-11:25

## Cyber Security. Your biggest business risk & liability is one click away.

Cybersecurity is now a national security concern and affects all organizations. Every business is responsible for protecting their intellectual property and customer information. Every company has significant risk and liability if these digital assets are accessed, compromised and exfiltrated by non-authorized governments, criminals, or disrupters. Jerry is a national cyber security expert who will provide real world insights of current national and local cybersecurity risks and challenges for small, medium, and large organizations. He will discuss best practices to enable an organization to navigate their data protection and cybersecurity. The session will focus on right sizing solutions for different types of operations and a local perspective from bank CTO Robert King.

### Presenters:

**Jerry Leishman**, EVP National Security and Compliance Director, CORTAC Group- Seattle WA

Jerry leads CORTAC Group Regulated Security & Compliance practice supporting Defense & Commercial suppliers of all sizes and cybersecurity postures. He is an expert at risk-based approaches embracing right-size outcomes that are cost-optimized to meet an organizations required security and compliance requirements. Jerry is active nationally on the CMMC AB Standards Workgroup, a Provisional CMMC Level 1-3 Assessor & Registered Practitioner (RP). Jerry speaks nationally on Cybersecurity, ITAR, DFARS and CMMC impacts, and partners with private/public organizations to increase the Defense, Aerospace, Commercial organizational awareness and adoption of cybersecurity.

**Robert King**, CTO First Southwest Bank

Robert King is FSWB's new Chief Technology Officer. After his service in the United States Army, King began his IT career in the financial services industry in 1994 with a community bank in Tampa Florida. Since then, King has provided IT strategy, leadership and operation support, as an IT executive, to several community financial institutions across the United States. In his off time, King enjoys spending time with his family on their hobby ranch in Mancos, where they raise cattle, horses, chickens and pigs.

---

## Leveraging the Entire Capital Stack: Return on Invested Capital and Debt

Brian and Heather from Region9 will discuss the options to create both CapEx and OpEx from the full potential of a Capital Stack. Understanding your return on invested capital (ROIC) will be key to leveraging debt and properly financing your operations and investing in growth.

### Presenters:

**Heather Otter**

Heather Otter joined Region 9 in January of 2018 following a role as program manager for the La Plata Economic Alliance. She has a BA in Psychology and a Master's in Education with a concentration on technology. Heather has professional experience as an educator, small business owner, corporate training manager, school board governance consultant and economic development planning & project management.

**Brian Rose**

Brian joined Region 9 in 2018, after spending fifteen years as a commercial lender in community banks in rural Colorado. As Deputy Director he's responsible for the management and growth of the loan portfolio which helps create jobs and economic vitality. Brian currently serves on a variety of regional and statewide committees including the Economic Development Council of Colorado and Colorado Lending Source.

## Thinking About an Exit Strategy

John will discuss various strategies for creating an organizational or principal exit strategy based on his vast experience in mergers and acquisitions.

### Presenter:

**John Witchel**, CEO of King Energy

Currently, John Witchel is the CEO of King Energy, a Durango-based solar company delivering solar energy solutions to multi-tenant commercial buildings. He is the chairman of the board of directors of LPEA and a board member of the Colorado Solar and Storage Association.

Most recently, Witchel helped launch GitPrime, an early software engineering analytics company, acquired by Pluralsight in 2019. Initially as the first investor and Board Member, and then as president, Witchel was responsible for strategy and product design.

In 2014, Witchel co-founded Common Assets as the Chief Technology Officer which was acquired by SolarCity. Witchel also co-founded Prosper Marketplace in 2004 that was the first peer-to-peer lending marketplace which allowed individuals to lend and borrow money directly from each other using a Dutch auction-like system. Witchel was a board member and early investor in both UserTesting (filed for IPO in July), and Shopatron (acquired by Vista Equity Partners). He is currently a board member of Wunder Capital, a Boulder, Colorado based commercial solar financier. He was previously an advisor to Credit Karma (acquired by Intuit) and CrowdStreet.

---

## Affordable Healthcare for your Business

Join us for an in-depth conversation on the road ahead for healthcare affordability for businesses. The session, led by Peak Health Alliance CEO Claire Brockbank, will explore current efforts at the state and local level and new innovations to help small businesses insure their employees. Claire will dive into ICHRA (pronounced 'ICK-rah'), which enables an employer to contribute a set amount to their employee's health insurance premiums—tax-free! Employers decide the amount they wish to contribute, to full-time or part-time employees, while the employee gets to shop for and choose any individual plan that fits their and their family's needs. We'll also discuss how mental health benefits are increasingly being offered in coverage and how your employees can access mental health services at low or no cost.

### Presenter:

**Claire Brockbank**, CEO Peak Health Alliance

Claire is the CEO of Peak Health Alliance, a health care purchasing cooperative that works with seven counties in Colorado. Previously, she led Segue Consulting, a health care strategy and business development firm. Claire led the initial efforts to develop legislation that allowed employer purchasing alliances in Colorado. Claire gained her broad perspective on health care through work for the U.S. Congress and state governments, with national and local insurance carriers and health plans, and as an executive with an employer coalition and several health care start-ups. Claire received an MS in Health Policy & Management from Harvard University and her undergraduate degree from Stanford University.

---

## Modeling Diversity and Inclusion: Why Equitable Employers Win

This session will highlight how diversity and inclusion are drivers for businesses and organizations by understanding that D&I must be more than a program—it must become deeply embedded in company culture and incorporated across the organization. Effective practices, such as diversifying your leadership teams, will be shared and discussed to attract a diverse workforce that consumers can identify with.

### Presenter:

**Dr. Lee Bitsóí**, Associate Vice President for Diversity Affairs  
& Special Advisor to the President for Indigenous Affairs

LeManuel Lee Bitsóí (Diné), EdD, is a critical ethnographer and bioethicist who currently serves as Associate Vice President of Diversity Affairs at Fort Lewis College. Dr. Bitsóí previously served as chief diversity officer for Stony Brook University and served in administrative and faculty positions at Harvard, Dartmouth, Georgetown and Rush University Medical Center in Chicago. In addition, Dr. Bitsóí serves on several various boards and associations, including the National Advisory Council (NAC) for the National Conference on Race and Ethnicity (NCORE), the Equity Champions Coalition for the Colorado Department of Higher Education, and the Native American and Indigenous Affairs Committee for the Society for Advancement of Chicanos/Hispanics and Native Americans in Science (SACNAS).