

Rehumanizing **Work**



ALLIANCE
SUMMIT 2021



14th Annual

Economic Development Summit
September 21, 2021

Welcome & Thank You!



On behalf of the Board of County Commissioners for La Plata County, I welcome you to the 2021 Alliance Summit.

The health and prosperity of our economy and communities are top priorities for me and my fellow Commissioners. The pandemic has hit so many so very hard, and we recognize that. A full recovery for all our businesses is our shared goal as we build towards full economic resiliency.

I am so proud of how our community has come together to address the challenges the pandemic has created. I want to thank each of you for what you have done and continue to do for our community. I also want to thank the La Plata County Economic Development Alliance and the many other organizations collaborating to find solutions to long-term issues like our infrastructure needs and workforce housing.

Thank you for being part of the solution and being here today. Your leadership, tenacity, and passion are what will continue to make La Plata County a special place to do business and maintain our quality of life.

Marsha Porter-Norton

Chairperson, Board of County Commissioners

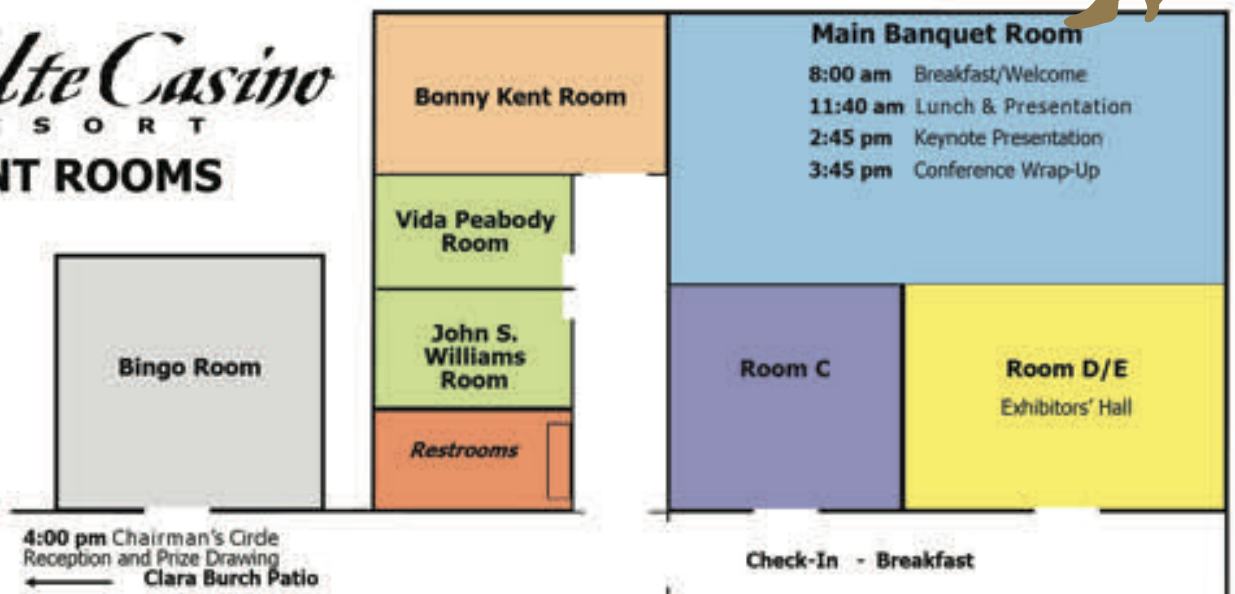


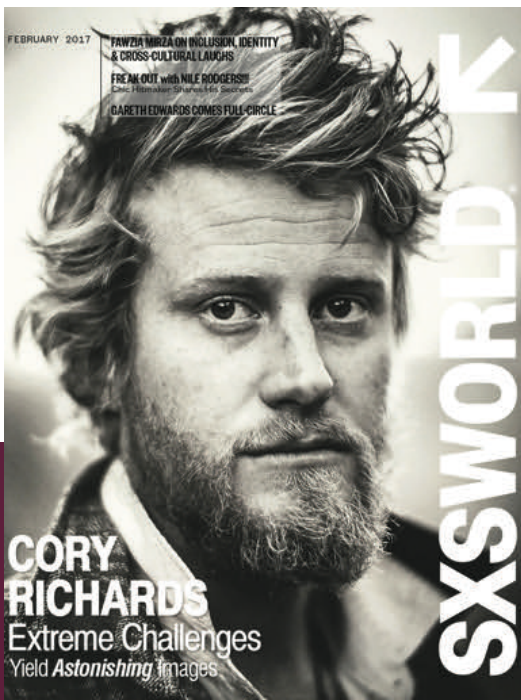
Agenda

8:00-8:30	Check in and Networking Breakfast (Main Banquet Room)
8:30-8:45	Welcoming and Opening Remarks (Main Stage)
8:45-10:00	Keynote Address by Cory Richards #LifeUnfiltered
10:00-10:20	Break and Morning Mingle
10:25-11:25	Breakout Sessions Morning Track
	<ul style="list-style-type: none"> Cyber Security-Your company's biggest liability (Room C) Leveraging the entire Capital Stack Return on Invested Capital and Debt (Bingo Room) Thinking About an Exit Strategy (John Williams Room)
	<ul style="list-style-type: none"> Landscape for Affordable Healthcare for Business (Vida Peabody Room) Modeling Diversity and Inclusion - Why Equitable Employers Win (Bonny Kent Room)
11:30-11:55	Lunch Served Main Banquet Room
12:00-1:00	Keynote Address by Kerry Siggins with Amy Barry, Jessica Matlock and Meredith Maple "Leading Through a Pandemic"
1:05-1:20	Break and Afternoon Mingle
1:25-2:25	Breakout Sessions Afternoon Track
	<ul style="list-style-type: none"> Leading with Fun: Putting the Power of Play to Work (Bonny Kent Room) Powerful Story Telling for Leaders (Room C) Beyond Compensation & Benefits: Leveraging Culture in Recruitment & Retention (Vida Peabody Room) Stewarding Wholeness and Sustainability in the Workplace (Bingo Room) The Power and Challenges of Workplace communications (John Williams)
2:30-3:40	Keynote Address by Steve Cadigan "Towards a More Human Future of Work"
3:40-3:50	Closing Remarks - Michael French and Jameson Bobbin
4:00-5:00	Chairman Circle Reception and Business Showcase hosted by Dan Korman- (Patio)



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Cory Richards

National Geographic Photographer



Keynote

#LifeUnfiltered - From the Summit of Everest to the depths of mental health struggles, Cory will take us on a visual journey of life unfiltered. He will provide us with an unflinching honest portrayal of the intersection of work and life.

Cory is an explorer and a visual story-teller. His adventurous expeditions have taken him to the peaks of Antarctica and the Himalayas of Nepal as well as the war zones of Angola, Uganda and Pakistan, and he was named one of National Geographic's Adventurers of the Year in 2012. He has pursued projects focused on adventure, geopolitical and social impact and tells a story of personal realization and mindset of leadership.



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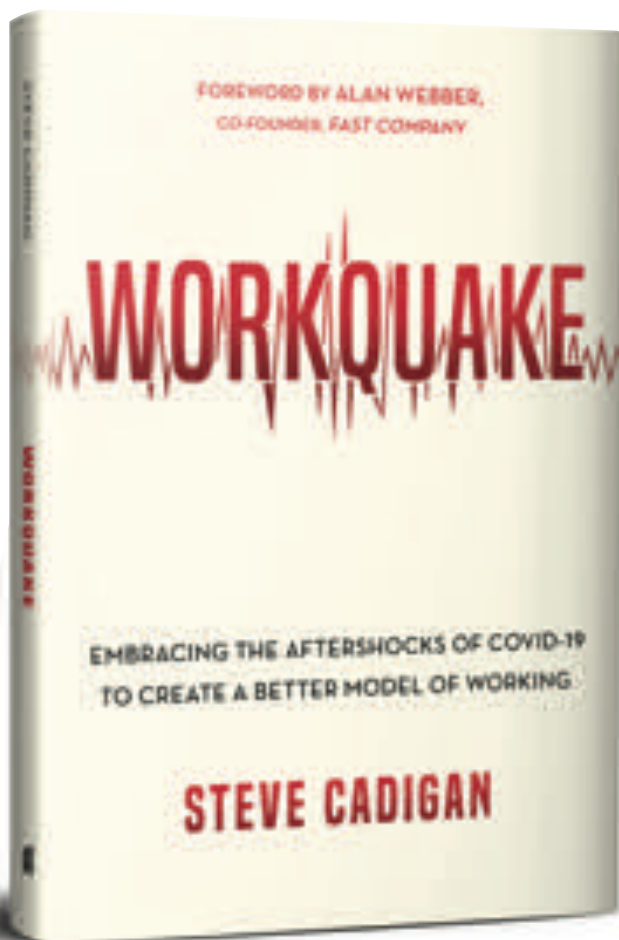
Steve Cadigan

Future of Work Strategist

CADIGAN
VENTURES

October 11, 2019

EAE Business
School



Keynote

Steve has been at the forefront of global talent strategy and company culture for the past 30 years. Most famous for scaling LinkedIn from 400 to 4000 in 3.5 years, Steve also led the development of LI's legendary company culture and was at the helm of the Talent function for its period of the highest growth and through their IPO.

Having worked in 5 different industries and 3 different countries while also leading dozens of acquisition integrations all over the world, Steve has built unparalleled expertise for the Talent arena. Steve's focus today is to help leaders and organizations build winning talent solutions to compete in an increasingly complex digital economy.

Towards a More Human Future of Work - The world of work has never seen a period of greater change and disruption. Even before the arrival of the pandemic, many massive shifts were already taking place: increased turnover, rising disengagement, and increases in job dissatisfaction. We are in the midst of a #Workquake. While there are many reasons to be concerned there are also many reasons to be optimistic. The pandemic presents a rare, once in a lifetime, opportunity for leaders and organizations to rebuild a human based better future of work.

EXPERIENCE...



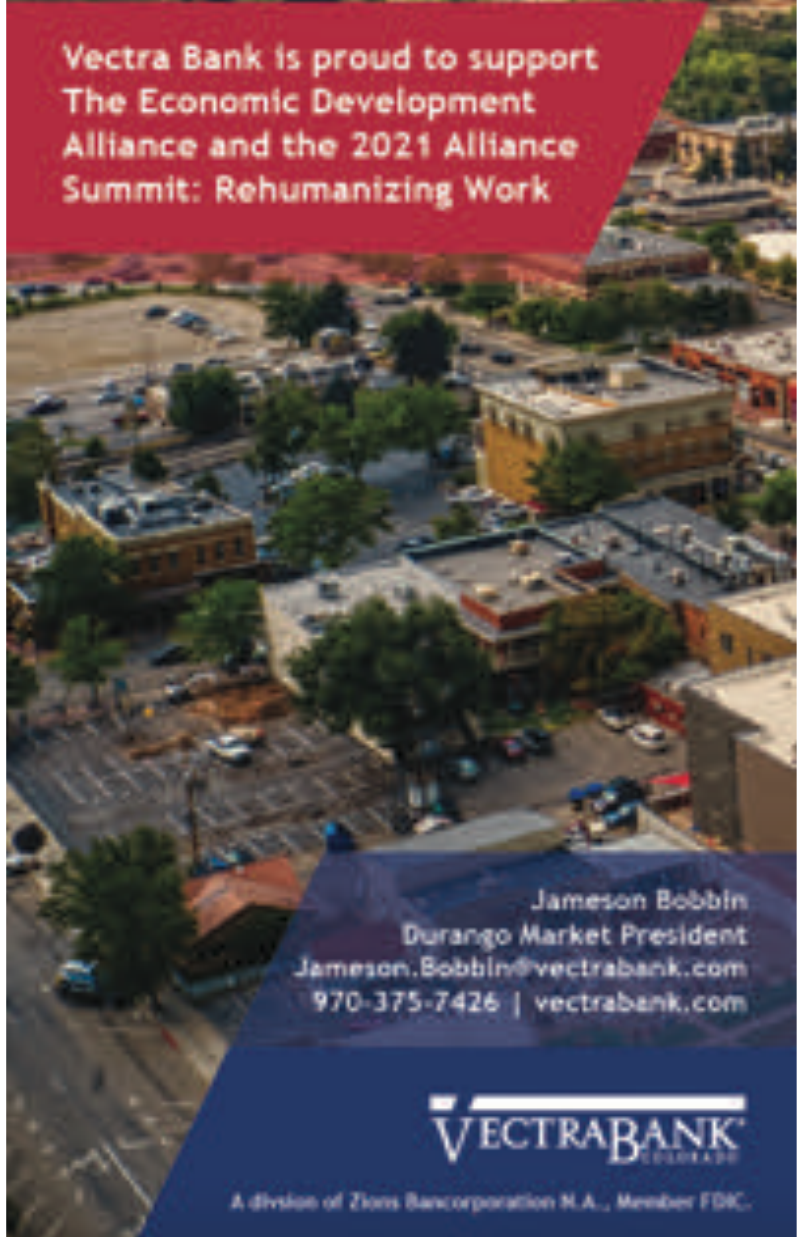
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Jameson Bobbin
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Flanked by Southwest Colorado's access to canyons and high places, learning at Fort Lewis College happens as much out of the classroom as it does within. At just over 3,300 students, FLC is refreshingly small and incredibly diverse with half of the student body represented by students of color. Studies are pulled beyond books into natural laboratories that help shape FLC's dynamic academic programs, steered by faculty who are on a first-name basis with each student.

Conversation with Kerry

Leadership through a pandemic.



Kerry Siggins

CEO of StoneAge

At the ripe old age of 28, Kerry Siggins began her journey of leading StoneAge, an employee-owned company based in Durango, Colorado. She quickly learned how to adjust her style to effectively lead smart people. Along the way, she developed a knack for helping her employees identify and develop talents, find the “right” role, and then succeed. Kerry was named one of Colorado’s Top 25 Most Influential Young Professionals and was a finalist for Colorado’s CEO of the Year in 2017. StoneAge is recognized as a Top 100 company to work for by Outside Magazine.

Kerry has the unique ability to move audiences through her journey from rock bottom to a highly successful CEO and leadership influencer. She is funny, real, and raw.

Able to captivate audiences, Kerry weaves her personal story and leadership experience in a way that inspires listeners and leaves them with actionable takeaways that they can implement immediately on the journey to become an exceptional leader.





Jessica Matlock

CEO of La Plata Electric Association (LPEA)

Jessica is CEO of La Plata Electric Association (LPEA), a utility Cooperative in Colorado. She is the first female CEO in the company's 80-year history. Under her leadership, Matlock is helping LPEA transition to a clean energy company and a "utility of the future." Jessica worked as an energy expert for the U.S. Senate and advised the U.S. Congress and the Executive Branch on renewable energy and cyber security challenges related to the electric grid.



Meredith Mapel

President and CEO of Durango Coca-Cola

Meredith Mapel is the President and CEO of Durango Coca-Cola, a third generation, family-owned business. She returned home to Durango, Colorado to join the business in 1999, and over the past 22 years served in various roles for the company. Meredith was appointed President & CEO in 2016 and currently serves as Vice President for the Coca-Cola Bottler's Association representing all 67 ownerships in the U.S. Local board participation includes Fort Lewis College Board of Trustees, Colorado Beverage Association, First National Bank, Iron Horse Bicycle Classic, Adaptive Sports and San Juan Symphony.



Amy Barry

PIO, Southern Ute Incident Management Team

As the Public Information Officer for the Southern Ute Incident Management Team, Amy has been tasked with managing the COVID-19 pandemic with Southern Ute tribal leadership, its entities, and staff for the health and safety of the Southern Ute Tribe. Amy is a Southern Ute Tribal Member and a resident of Ignacio and LaPlata County for over 45 years. Amy was Co-Executive Officer for the Southern Ute Tribe's Permanent Fund under the late Chairman Jimmy Newton Jr.. Amy is currently the Tribal Information Services Director managing Vital Statistics Division, Records Retention, the Southern Ute DRUM newspaper, and tribal government mail.

Join the **Conversation**

September 21, 2021 | 12:15-1:30 pm



Building Culture in the **Ever Changing New Normal**

A panel discussion lead by Kerry Siggins, StoneAge CEO



Every leader across the globe has faced significant challenges throughout the COVID-19 pandemic. The uncertainty is untenable, decisions never more consequential, and the call for breakthrough leadership never louder. Join our CEO, Kerry Siggins, as she leads a conversation with local leaders about building culture, managing talent, avoiding burnout, and being a leader worth following.

Don't miss the opportunity to hear Kerry and a group of business leaders at the Summit Alliance 2021 as they share insights on how to Thrive in the New Economy.



StoneAge is honored to be a keynote sponsor of the Alliance Summit. We have been supporting job creation, leadership development, and community activism in La Plata County for over four decades. Rehumanizing work is part of our DNA and drives our commitment to be an employee-owned company.



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Letter from our Alliance Chairman

It has long been said, and rarely refuted, that employees are a company's greatest asset. That statement feels good to say, doesn't it? I mean what better way to quantify the value that human capital provides to a company than to proudly say that the cashier, waitress, bank teller or receptionist are the most valuable assets to a company. It's so simple and so, well...human. These employees shape the culture of your business and often provide your company's first impression to your clients. However, technology continues to shape and change our world on a daily basis, so in this rapidly evolving technology-based world are employees still our most valuable asset? I think COVID-19 makes us take a step back, dig a little deeper and pushes us to answer this question with more resolve than ever before. I have no doubt that nearly all of us would respond to the above question with a resounding, "YES, of course employees are our greatest asset!" in January of 2020. By April 2020 with rolling closures of non-essential businesses, mask mandates to go to the grocery store and employers forced to lay off employees would our answer be different? For many of the essential workers, they worked harder and longer hours than ever and were habitually understaffed because of coworkers being quarantined. For some, this environment divided their workforce into a blend of some employees working from home while others were still coming to the office which spurred division and animosity around the "return to the office" topic as restrictions loosened. Many companies arguably ran leaner and more profitable than ever before in this environment. Does our answer change again as the year wraps up and we see how profits have increased? Our hope today is to have some thought-provoking interactions to help you answer these questions and learn some ways to actively add value to your business by Rehumanizing Work. Regardless of your answer to the questions above, there are employees that became vital to your operation who are more than likely fatigued, both mentally and physically, and those people have truly become your company's greatest asset. We have brought in experts that are passionate about employer/employee relationships, leadership, personal realization and paving the way to new heights and our hope is that today will help you retain and reinvigorate your top talent. I sincerely hope that you enjoy your time at the Economic Alliance Summit today and can shift your focus from top and bottom lines to the people that handle every dollar and every piece of product that you sell.

Thank you for being here,

Jameson Bobbin

Chairman of the Board of Directors, La Plata Economic Development Alliance
Durango Market President, Vectra Bank



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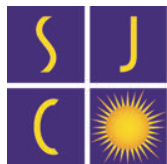
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The Alliance Chairman's Circle Members cordially invite you to the Chairman's Circle Members Alliance Reception immediately following today's Summit.



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Why "Rehumanizing Work"?

The pandemic has given us a unique opportunity to re-evaluate the way we do business. It has enabled, if not forced, a transformation. The challenge leaders now face is how to navigate the complexities of the new economic and hyper-digital landscape along with all of the changing variables of the workforce. Now more than ever, leadership matters.

The irony of the pandemic is that, in the objective of protecting humanity, we have been asked to act in a way that is opposite of natural human behavior. Isolation, virtual communications, and cohorting have become the "new normal." We have had to postpone the things and people in our lives that we used to rely on to create balance in our unbalanced world.

Yet, the one thing that has proven timeless is a purpose-driven organization with a people-oriented culture. Leaders who are thriving go beyond emotional intelligence and are dialed into the human needs of their teams. They are focused on people and culture just as much as the operations and profitability of the organization.

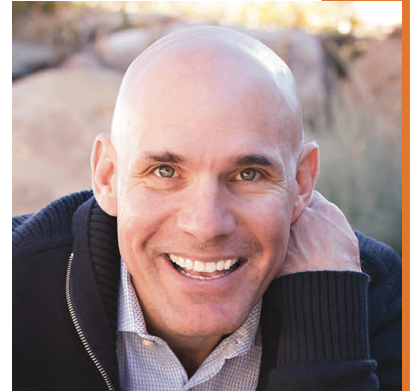
When we saw a window to come back and do a live Summit, the idea of addressing the most critical element of work won out. We will incorporate our three pillars of workforce: housing, workforce development, and enabling business capacity. Yet our emphasis will be on starting and ending with people and getting back to our human potential. We will be "Rehumanizing Work."

As the new leader of the Alliance, the first eighteen months have been the most challenging time of my career. I started the job 30 days prior to the shutdown. As a community, we are also facing significant challenges that threaten our social fabric. The continuous uncertainty has taken an emotional and physical toll on everyone, and I am no exception. Yet, I am optimistic and believe that how we respond now will architect our community's future. We have the building blocks to protect what we value most about our community, and it starts and ends with people.

Thank you for all that you do,

Michael French

Executive Director





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Breakout Sessions

10:25-11:25

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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).



Breakout Sessions

1:25-2:25

Leading With Fun: Putting the Power of Play to Work

Business today requires solutions that break silos to create shared value. Research shows that play of any type builds trust among people of all backgrounds while also making us more creative, curious, and better at problem-solving. Join Brian Corrigan, creative placemaking strategist and champion of fun, as we discover and learn ways to combine art, culture, and design with play to create thriving and connected communities and organizations for all people.

Presenter:

Brian Corrigan

Brian Corrigan is a creative placemaking strategist who uses critical, creative and conceptual skills to solve problems and issues in the new economy. Recognized by CEOs for Cities as an innovator and community change agent who is shaping the future of America in cities, Corrigan specializes in creating strategies rooted in culture.

Crafting Strategic Solutions for Dynamic Times

During the COVID-19 pandemic we have seen a radical need for agile strategies that remain focused and fluid during uncertain situations. In this highly interactive breakout we will explore innovative techniques and collaborative problem solving frameworks to expand our capacity to plan and adapt. The workshop will focus on creatively solving a seemingly impossible task from multiple perspectives. So roll up your sleeves, and get ready to dive in!

Presenter:

Sandhya Tillotson

Sandhya is the Founder and Principal of Sagebrush Ltd., providing transformative virtual and in-person facilitation and consulting nationwide. Originally from Santa Barbara, CA, Sandhya has lived in Durango for 11 years, serving as an Executive Director and working in the nonprofit sector. Sandhya facilitates highly engaging and inclusive meetings, strategic planning sessions and retreats to guide diverse teams through collective decision-making processes. She is a member of the International Association of Facilitators and is trained in Technology of Participation facilitation methods. She is passionate about authentically co-creating human-centered spaces to empower individuals and groups.



Beyond Compensation and Benefits: Leveraging Culture in Recruitment and Retention

Are you finding it especially challenging to find and retain talent in these unprecedented times? First it was the “silver tsunami” and now it’s the era of The Great Resignation...what’s an employer to do? Join us to discover creative ways to hire and retain employees using your unique company culture. We will explore a myriad of ideas for enhancing your workplace culture and provide you with some tools that you can put into practice right away!

Presenters:

Betsy Fitzpatrick

Betsy Fitzpatrick is the Director of Human Resources at StoneAge Tools. She has spent 20 years in the human resources field, and holds senior certification from the Human Resources Certification Institute and the Society for Human Resource Management. Her positions in Durango have included an 8-year stint at Yeti Cycles, 9 years at Trigon Engineering, and 11 years (and counting) at StoneAge.

Diana Murray

Diana is the CEO of ASAP Accounting and Payroll. She graduated from California State University, Chico and then started her career in Telluride leading marketing for BIOTA and also led marketing and business projects for the regions former green building company, Steeprock Builders.

Stewarding Wholeness and Sustainability in the Workplace

The COVID-19 crisis shook up our norms around the workplace and with the current hiring crisis, a return to normal is not enough. According to a new survey from Armstrong World Industries, successful employers need to pay much closer attention to the connection between a workspace and overall well being. In this breakout, TLC will cover the three pillars of wellness that their business helps individual's focus on, and how you might implement changes and benefits to your workplace to support your employees on their wellness journey.

Presenters:

Total Life Concepts - **Dr. Soma Grotefend, MD**; **Chris Grotefend**, Master Fitness Trainer; **Lauren Hoogs**, National Board Certified Health and Wellness Coach

Total Life is an integrative health care team made up of a physician, personal trainer, health coach and meditation teachers who give people tools, education and support around food, focus and fitness so they can create lasting habit changes.

Powerful Storytelling for Leaders: How to use stories to build your brand, create meaning and connection, and take your company to the next level.

Every leader must have the soft skills to tell a story that moves people and leave lasting impressions. Vivid and authentic storytelling helps leaders bring company values and core competencies to life, creating meaning, connection, and engagement. The power of storytelling encompasses personal brands, leadership credos, and company cultures and is an essential skill to develop.

Presenter:

Kerry Siggins, CEO Stoneage

Kerry is the Chief Executive Officer of StoneAge, an employee-owned company based in Durango, Colorado, USA. StoneAge designs and manufactures high-pressure waterblasting tools and automated equipment for the industrial cleaning industry. She is also the CEO of the wholly owned subsidiary, Breadware, an Internet of Things (IoT) product development company.

See more on Kerry under her Keynote biography.

To create a vibrant and resilient economy from the recruitment, retention and growth of a variety of businesses by fostering public and private partnerships and preserving our quality of life.

The Alliance Board and staff firmly believe that we can leverage change to aspire to a more resilient economy, that we can be the regional economic hub and curtail the challenges that a pure resort economy brings to a community. To be an economic hub will require us to align our values and priorities as a community. We will have to have some cultural changes in how we manage growth and planning and find creative ways to make our community more livable by attracting and creating higher-paying jobs and increase the availability and approachability of housing. We have to enable the growth of the companies that are here and create an attractive and competitive environment for entrepreneurship and relocation.

We have drafted a three year Strategic Plan to act as a compass to focus our efforts and see public-private partnerships that will advance these pillars.

Three Strategies for Three Years:

Housing Solutions: We can't change the free market. Still, we can seek to stimulate projects and prioritize them to have the proper inventory and approachability for growth and quality of life that we value.

Business Capacity and Growth: Investing in infrastructure and aligning planning with economic development will enable the retention and growth of companies here and attract new businesses to the area. How we develop entrepreneurship is a parallel strategy for creating job growth.

Expand and Recruit Workforce: Workforce development and recruitment are important long-term initiatives to fulfill job needs and stimulate sector growth in emerging businesses.

When we combine these major themes with a focus on protecting our quality of life leveraging and investing in community differentiation, we can define and impact what we want our community to be. Most of these things will take a cultural shift in how we have traditionally approached economic development.



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LPEA

La Plata Electric Association, Inc.
ROUND UP FOUNDATION



Your pennies are powerful!

Did you know that LPEA offers grant funds to non-profit agencies in our local community? Those grants are funded, in part, by LPEA members electing to "round up" their electric bill to the next highest dollar each month.

These combined pennies have generated more than \$1.3 million dollars for local non-profit agencies in La Plata and Archuleta counties.

To round up your electric bill each month:
Visit lpea.coop/round-foundation-opt

To apply for an LPEA grant:
Visit lpea.coop/grant-programs



Pocket Change for Positive Change

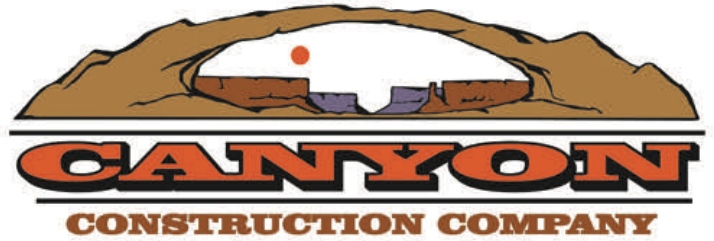


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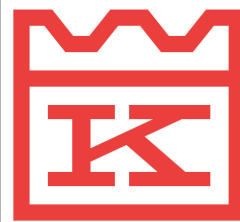
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