

July 2020

Business Resource Center Newsletter

“Leadership is the ability to see a problem and be the solution,” says Andrea Walker-Leidy, owner of Walker Publicity Consulting.*

Are you a business owner, a manager in a corporate setting, a nonprofit leader, or someone without a formal title who finds opportunities to inspire others for good? Then you’ve probably discovered the truth in these maxims:

Leadership isn’t always comfortable. It isn’t always convenient. It takes courage, compassion and conviction to do the right things, which are often the hard things.

How can you use your position of influence within your circles to make your company or community a warm and welcoming one? This our challenge and our collective responsibility today.

*Quote taken from [Four Ways to Define Leadership](#)

Zions Bank BRC Special Events

10 Insider Tips to Successfully Launch Your Brand and Products on Amazon - Virtual Workshop on July 15

With guest presenters from Ridgeline Insights

Many U.S. brands can no longer effectively compete without participating in the Amazon Marketplace. By 2023, Amazon is projected to represent 2/3 of ALL online retail sales in the U.S. In this special workshop, the team at Ridgeline Insights will share their thinking on the fastest and most efficient way to launch and grow your brand and product(s) on Amazon. We’ll go through some case studies, too. This workshop is also designed to help brand owners on Amazon to increase their sales or to educate those looking to understand more about the channel.

About the presenters:

Ken Johnson and Annalisa DeMarta are the Co-Founders of Ridgeline Insights, an

Amazon Performance Marketing Agency based in Boise, Idaho. The company provides channel management services for brands wishing to launch on the Amazon platform, accelerate sales, or leverage the marketplace to expand their direct-to-consumer footprint. In just 4 short years, the company has grown to a team of 19 managing over 40 client brand partners. Ridgeline Insights is a four-time Inc. 5000 winner, two-time Top 10 Best Places to Work in Idaho recipient and was named the 17th Best Place to Work in the U.S. by Outside Magazine in 2019.

This virtual workshop will be delivered using Skype technology.

To register:

- **Date:** Wednesday, July 15
- **Time:** 11:00 a.m. to 1:00 p.m.
- **Cost:** Complimentary -but you must register to reserve a virtual “seat”
- **Place:** Virtual session using Skype technology
- **Registration:** Email idresources@zionsbank.com or call 208-501-7449
- **Skype Link:** We will email the link to access the virtual session once you register.

The workshop, “10 Insider Tips to Successfully Launch Your Brand and Products on Amazon”, is offered for informational purposes only, and should not be construed as legal or other professional advice. Consult with an attorney or other professional concerning your own needs and circumstances. The views and opinions expressed by the speaker are not necessarily those of Zions Bank®, its parent or affiliates. Zions Bank is a division of Zions Bancorporation, N.A. Member FDIC.

Zions Bank Business Success Academy Workshops

These complimentary VIRTUAL workshops take place online from 11:00 a.m. to 1:00 p.m. using the Skype technology platform. After registering, you will be given the link with instructions on how to join the virtual session.

Thursday, July 23 — *Inside Secrets to Funding Your Business™*

Tuesday, July 28 — *Presented in Spanish: Inside Secrets to Funding Your Business*

Wednesday, July 29 — *Money Making Marketing™: How to Reach, Keep and Grow Your Customer Base*

Thursday, August 6 — *LinkedIn® Strategies: Managing Your Brand*

To view a detailed description of each course and to register, visit www.zionsbank.com/brcworkshops

Community Events

How to Raise Money Seminar: Convertible Notes, SAFE Agreements and Traditional Equity

Presented by [VentureCapital.org](#) and sponsored by Zions Bank

A [virtual](#) event on July 14

This educational seminar for entrepreneurs explores the differences between convertible notes, SAFE Agreements, and traditional equity. It will touch on differences on conversion, dilution, discount rates, valuation caps, and other considerations. The content will include discussion on how this might impact the entrepreneur as well as investors.

The information will be presented by an experienced panel who will discuss key considerations and factors you should be thinking about. Following their discussion, they will respond to your specific questions and to questions from other members of the audience.

Moderator: [Tara Spalding \(Hen House Ventures\)](#)

Panel of Experts: [Sam Gardiner \(Stoel Rives\)](#) | [Seda Goff \(PENFED\)](#) | [Jerry Vance \(Preferred CFO\)](#) | Others TBA

Date: Tuesday, July 14

Time: 9 to 11 a.m.

Cost: \$20 to \$30, depending on date of ticket purchase

Place: Virtual event using Zoom technology. Login information will be sent after registering.

Register: [Click here](#)

Idaho Business Review Virtual event: Food Culture: Growing Idaho's food business – July 14

Join us to learn from Idaho producers about the food cycle, from farm to table. We're hungry for information! The panel will be moderated by Tracy Wright, Of Counsel, Hawley Troxel law firm.

Panelists:

Kate Stoddard, Founder, Orchestra Provisions

Scott McCoy, Owner, Camel's Crossing

Laura M. Johnson, Idaho State Department of Agriculture

Colette DePhelps, Board advisor, FARE Idaho

Karianne Fallow, CEO, Dairy West

Date: Tuesday, July 14

Time: 10 a.m.

Place: Webinar. Login instructions to be sent upon registration

Register: <https://idahobusinessreview.com/breakfast-series/>

Doing Business with the Federal Government — an SBA (Small Business Administration) event – July 28

Would you like to sell your products or services to the world's largest customer – the federal government? At this workshop, participants will have the opportunity to learn about government contracting certifications as well as the many resources to help small businesses interested in selling to the government.

Topics covered:

- Getting registered in the federal contractor registry
- Understanding the federal procurement process
- Knowing the realities and myths of government contracting
- Learning what certifications you may qualify for and how to apply for them (HUBZone, Woman-owned, 8(a), Disadvantaged, Service-Disabled Veteran-Owned and others)
- Identifying specific agencies that want what you are selling
- Branding and marketing your business

Date: Tuesday, July 28

Time: 9 to 11 a.m.

Place: SBA Boise District Office, 380 E. Parkcenter Blvd., Boise, Idaho 83706

Cost: Free, but you must register.

Register: <https://www.sba.gov/events/1650426>

Weathering the Storm — Ongoing Webinar Series

Each Weathering the Storm workshop is led by subject matter experts and covers topics specially selected to make your business stronger and more resilient so you can thrive in these trying times.

The workshops are hosted by Rectify Partners and Profit Creek in partnership with Idaho Technology Council, Southwest Idaho Manufacturer's Alliance, Meridian Chamber of Commerce, Buy Idaho, Idaho Department of Commerce, Givent, Zions Bank and more.

If you missed a past session, you will find archived sessions [here](#), in addition to information about the next webinar's topic and guest speakers.

Save the Date!

Boise Startup Week - Mark your calendars for the week of October 26. BSW features thought-provoking, informative, and entertaining events put on by more than 50 organizations. This year's events will be virtual, and the theme is **B. Resilient**.

Spotlight on a Small Business Resource

Do you want to learn about business financial statements and ratios or brush up on accounting terms and topics? [This website](#) created by a CPA (Certified Public Accountant) provides free lessons, explanations and other resources "for the rest of us."

Opportunities

When you find the home you love, you want to move fast. Zip Mortgage from Zions Bank is a simple and convenient way to apply for a mortgage online and get from "love it" to "own it." Find out more [Click here](#).

Recommended Reading from Zions Bank

- [COVID-19: 5 Business Preparedness Insights](#)
 - [Zions Bank Cardholders Fork Over Nearly \\$4.8 Million to Local Restaurants](#)
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Online Articles of Interest

Pivoting Back to Performance

[READ MORE](#)

Success Tips for Sales Professionals Working Remotely

[READ MORE](#)

Guide to Doing Market Research

[READ MORE](#)

5 Strategies to Win Back Lost Customers

[READ MORE](#)

5 Qualities to Look For in a Business Consultant

[READ MORE](#)

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Cordially,

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