

2nd Annual “what’s IN OUT back!” Economic Summit and Golf Tournament

Held at Zermatt and Homestead Resorts on Monday, September 8, 2008

Breakfast Keynote Speaker

M. Anthony Burns will be the opening keynote speaker for the second annual “what’s IN OUT back” Economic Summit to be held on Sept. 8 at Zermatt Resort in Midway, Utah. Mr. Burns is chairman emeritus of the board of directors of Ryder System, Inc. He joined Ryder in 1974 and served the company in key leadership positions including chairman, president, and CEO until his retirement in May 2002. Burns will address participants about how to lead a company through a changing economy.

As a college student, Burns worked in service stations and a truck stop to support himself. He earned a Bachelor of Science degree from Brigham Young University and a Master of Business Administration degree from the University of California at Berkeley. Before joining Ryder, Burns served for nine years in management with Mobil Oil Corporation. As chief executive officer of Ryder System Inc., Burns oversaw a fleet of almost 200,000 consumer rental and commercial trucks and changed Ryder from a truck rental company into a provider of sophisticated logistics and transportation solutions.

Burns and his partner, Nolan Archibald, are the developers, visionaries and sole owners of Red Ledges. He also still serves on the board of directors for Pfizer Inc., Black & Decker Corp. and J.C. Penney Company, Inc. In addition, he recently retired as a director of J.P. Morgan Chase & Co. and in 1993, following Hurricane Andrew, he was named Humanitarian of the Year by the American Red Cross.

Burns was raised in Mesquite, NV and currently lives in Miami, FL. He is married to the former Joyce Jordan of Heber City, Utah. They have three children and four grandchildren. We appreciate Red Ledges for sponsoring our breakfast keynote speaker.

what’s IN OUT back!

The "what’s IN OUT back!" session features twelve concise 5-minute presentations given by businesses and organizations experiencing rapid growth and/or major expansions. The presentations will be accompanied by visual aids with supporting documentation provided in the Summit Book. We appreciate The UPS Store for their assistance in producing the 2008 "what's IN OUT back!" summit book.

Greening Your Business

Energy and the environment are top stories in the local, national, and world news almost every day. This session will feature presentations from 4 local companies that are leading the way in being “green”. We will hear 10 minute presentations from Heber Light and Power, Insight Technology, Park City Mountain Resort and Bear Creek SUV. Jan McCormick of Zermatt Resort will be the facilitator for this session.

BREAKOUT SESSIONS (select one)

How to Grow Your Organization

A look at how current and prospective business owners, entrepreneurs, and others can identify opportunities, develop business plans, refine strategies, overcome challenges, and connect with resources as they advance their business ventures. This breakout will be conducted by Ken Fakler of the UVU Small Business Development Center.

Selling to Foreign Markets

In today's economy there are excellent opportunities available in international markets. More and more rural small business owners are selling their products and expanding their customer base in foreign markets. Learn firsthand what tools and resources are available to take your business global. This breakout will be conducted by Franz Kolb from the Governor's Office of Economic Development.

Finding Capital for Your Business

New and expanding businesses require money to grow but what's the best source for this capital? This session will discuss options and opportunities for obtaining business capital. We will examine debt financing along with angel funds and other venture capital sources and the best time to use each. This breakout will be conducted by Brad Bertoch - President of the Wayne Brown Institute – Utah's leading venture accelerator that helps entrepreneurs finance business growth.

Lunch Keynote Speaker

Our Economic Summit will be capped off by a presentation from Jeff Thredgold, a nationally recognized speaker and economic consultant. Jeff is the only economist in the world to have earned the CSP (Certified Speaking Professional) designation, awarded by the International Federation for Professional Speakers and the National Speakers Association. He has spoken more than 1,000 times during the past 20 years, traveling more than one million miles in the process. Jeff is quoted frequently in the nation's business press (including: The Wall Street Journal, USA TODAY, Investor's Business Daily, and Business Week).

Mr. Thredgold currently serves as economic consultant to the \$50 billion Zion's Bancorporation, with banks in ten states. Jeff has also been writing a weekly economic and financial newsletter for over three decades. The current version, titled Tea Leaf, is read by thousands around the world. In the Tea Leaf, Jeff helps people understand and benefit from what is happening in the economy and financial markets. To have Jeff's *Tea Leaf* emailed to you free each week subscribe at www.thredgold.com/html/leaf.html. We appreciate Zion's Bank for sponsoring our lunch keynote speaker.