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# From the Editor - Lucky 13



## For 13 years, Idaho Business Review has honored Idaho women leaders.

For me, personally, this is my eighth go-round – that means I have had the honor of meeting, editing and, in many cases, writing about 400 women. I have nearly run dry in trying to find the right words with which to describe them adequately, to give them their due, to explain to readers why these women deserve to be so feted.

Trail blazers? Most certainly. Inspirational? You bet. Also, toss in: innovators, pioneers, luminaries, ground-breakers, stars, leaders, chiefs. They are the cream of the crop, brilliant, dazzling, top-notch, first-rate, the best, the greatest – and we are all that much better for having them take the reins of leadership in Idaho.

These women are in business, education,

entertainment; they lead in government, the world of nonprofits; they are doctors, lawyers, engineers and scientists.

For them, the sky is the limit. For us – well, we get to enjoy the fruits of their labors. A richer landscape, a brighter economy, a more precious state in which we all live.

This year, the Women of the Year selection committee unanimously chose Ronda Conger as the Woman of the Year. She, like many others, started on her career journey at the bottom. She spent her first years in the business learning the ropes – all of them. And, well ... you can read her story in these pages, along with those of 49 more inspirational, trailblazing, Idaho women leaders.

Read, enjoy – then take their passion, power and potential and run with it.

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# Ariel Agenbroad

Associate professor and area extension educator in community food systems and small farms • University of Idaho Extension • Boise

## Passion

*“It’s easy to get sidetracked or overwhelmed in this work, but having a real passion for what you do can help you keep going when things get hard.”*



**By Elizabeth Kasper**  
*Special to Idaho Business Review*

It took a bit longer than expected for Ariel Agenbroad to discover what she wanted to do in her career, but when she did, fate seemed to roll out the red carpet for her.

After high school, Agenbroad earned a few credits from Boise State University but spent most of her time working in food, graphic design and a retail garden center. Gradually, she discovered what she calls an “idealized future:” specializing in horticulture and teaching. Agenbroad says what clinched the idea was finally living in a house where she could have her own garden, because it “sort of took over my life,” she says, laughing.

“I grew up gardening, and my dad was a soil scientist,” she says. “When I had the opportunity to get my hands dirty in my own place, I found that this is what I wanted to do.”

She returned to school with renewed vigor, this time to the University of Idaho. Right after submitting her master’s degree project, she sent in an application for a brand-new position to work as an assistant professor at the University of Idaho Extension in Caldwell, which kept her busy for eight years after graduation. Then a position opened up at the Boise

Extension, where she is currently an associate professor.

Agenbroad says she has truly found her dream job.

“This job didn’t exist when I started down this path, but it’s what I always imagined I wanted,” she says.

One of the best parts about what she does, Agenbroad says, is how no two days are the same. As an educator in community food systems and small farms for a six-county area, her responsibilities include community outreach, scholarship and creative activities and university service and leadership. Some days, she teaches formal classes. Other days she works “very literally” at the ground level of local food projects or one-on-one with small farmers. She is also frequently invited to speak and write for local and national organizations, a contributing factor in her mind-boggling 45-page curriculum vitae.

When looking to the future, Agenbroad says she hopes to see some projects go from ideas to full implementation, and she hopes to earn a full professorship soon.

Outside of work, another of Agenbroad’s passions is her dogs. She was always the little girl crazy about puppies, she says, and when she finally got her first dog, Oliver, after graduate school, she started agility training with him. Soon, she’d found a community of dog lovers who were in need of leadership, and Agenbroad started volunteering for local clubs. She’s worked with 4-H, taught canine “good citizen” classes and volunteered as the superintendent of the youth dog show at the Canyon County Fair.

“It’s a way for me to enjoy time with the dogs and help others in the community at the same time,” Agenbroad says. “We’re strengthening that human-canine bond.”

When not busy with work or volunteering, Agenbroad enjoys camping with her husband and dogs, cooking at home and spending time with – or “borrowing,” as she jokingly says – their nieces and nephews for some family bonding.



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# Sandy Anderson

Executive director  
Buy Idaho Inc. • Boise

## Passion

*“When I commit to something, I’m fully committed.”*

By **Jeanne Huff**  
*Idaho Business Review*



Sandy Anderson brought fireworks back to Boise.

It was 2008, and the last time the city had seen an organized fireworks show was in conjunction with the River Festival, which had also been spearheaded by Anderson before it went away in 2003. But bringing a thrilling, pyrotechnics display to the metro masses is a drop in the bucket to what Anderson has accomplished through the years.

After receiving a bachelor’s degree in communication at Washington State University, Anderson worked as advertising director for Pacific Publishing Company in Seattle, managing more than \$1 million in annual revenue budgets. Then, she landed a job as director of sales and marketing for the Boise River Festival, a now defunct event that for decades brought hordes of Boiseans to a live music, carnival-like celebration at the river’s edge in Ann Morrison Park and spilled over into Julia Davis Park. Next, at Journal Broadcast Group, Anderson slipped into a position tailor-made just for her: integrated media manager. Besides initiating the fireworks coup, Anderson can also claim responsibility for the successes of the KIVI-TV Community Baby Shower, Toys for Tots, the 107.1 K-HITS Birthday Bash, 94.9 The River’s Concert for a Cause, and more.

Today, at Buy Idaho, her successes so far include increasing new membership by 30 percent, and increasing social media awareness by 90 percent, among others. Most importantly, she gets to help local companies grow.

“I’m very passionate about Buy Idaho,” Anderson says. “It is a great feeling to know you are helping people grow

their businesses and realize their entrepreneurial dreams.”

Anderson keeps the words her grandmother said to her as a touchstone. “Remember who you are and what you represent – those words have always stuck with me,” she says. Advice she would give to others: “Don’t be afraid. Try new things. I thought my path would be in media but the opportunity to work for the River Festival changed my life.”

Bob Rosenthal, vice president and general manager of Scripps-Boise, wrote a letter recommending Anderson for this award. “(She is) a positive leader ... and one of the most dependable, reliable, accountable people I have met in 40 years of work in broadcast media,” he writes.

Anderson and her husband, Mark, recently celebrated their 12th anniversary. For fun, they enjoy camping in summer and Alpine skiing in winter months, mostly at Tamarack. “We’re outdoorsy,” she says.

Something that not many know about Anderson: her life-long love of all things Paddington Bear. “I still have a large collection of memorabilia.”

# Emma L. Atchley

Director • Bank of Idaho • Ashton

## Passion

*“My passion is education, which helps everyone meet their potential.”*



**By Jeanne Huff**  
*Idaho Business Review*

Emma Atchley’s life is the opposite of going to the big city and making it big. Instead, she moved from Boise to a farm in what seemed like the middle of nowhere.

Atchley was born and raised in Boise. Education was paramount from the time she was young: at Borah High School she was in the Latin Club, National Honor Society and was a National Merit Scholarship Finalist. “I never took a study hall; I was a serious student,” she says. She received her bachelor’s degree from the University of Idaho and a master’s degree from Claremont Graduate School, both in English. “I was a kind of poster child for a liberal arts education,” Atchley says.

It was while she was in graduate school that she met her future husband, who was deployed to Vietnam. When he returned, they married and moved to the farm. Suddenly, Atchley was at a loss – none of the knowledge she had worked so hard for was of any help. At first, she was the resident bookkeeper. But that did not satisfy her need to be involved in

a more comprehensive manner. Soon, she was driving the truck and the tractor, and doing the gardening, all while raising her family – her two daughters, Laura and Evelyn. “There was never anything out there I couldn’t learn to do,” she says.

Atchley’s staggering list of accomplishments supports her claim. She has spent 27 years in greenhouse production of early generation seed potatoes, scoring the highest marks possible from the Idaho Crop Improvement Association: a perfect record of quality. She established an education foundation to support local schools. She has served two terms as president of the Idaho State Board of Education – and continues to work to improve Idaho’s K-career education system. She has been on the board as a director of the Bank of Idaho since 2002, and was instrumental in getting them to open the Ashton branch.

Volunteerism is also part of Atchley’s life. She and her family have hosted 12 foreign exchange students over the years, and have helped more than 100 kids through scholarship endowments or direct scholarships. She was a troop leader for the Girl Scouts of America and served on the boards of the University of Idaho Alumni Association and the University of Idaho Foundation, among others.

Atchley says she has never been bored. “Having been raised a city girl, I found moving to a small agricultural town was a cultural challenge,” she says, “but I became immersed in farm living, doing bookkeeping for our companies, and raising our two girls in a magnificent landscape.”

She says her “grand passion” has been education. “I have been blessed to have made some difference both locally and at the state level.”

For fun, Atchley says: “I’m a movie freak. I’m a ‘Star Wars’ fan. We got a ‘Star Wars’ trivia game for Christmas – that’s been really kind of fun.”

# Renee Bade

**Program manager • Serve Idaho, the Governor’s Commission on Service and Volunteerism • Boise**

## Potential

*“I think throughout my career, I’ve been really lucky that others could see my potential, and that I could see the potential in myself and others.”*

**By Jeanne Huff**  
*Idaho Business Review*

Growing up, Renee Bade thought she wanted to be a teacher. When she was just 5, she volunteered in her mother’s Head Start classroom, watching the kids during parent/teacher conferences. Then, she thought she might want to become a lobbyist. While attending high school in Twin Falls, she traveled with Dr. David McClusky to Washington, D.C. on behalf of the American Cancer Society to educate lawmakers on the effects of tobacco. “This was my first taste of politics and of advocating in a cause I believed in,” Bade says.

But after she received her master’s degree in public administration from Boise State University, Bade became the volunteer services manager for the 2009 Special Olympics World Games. “It was a great opportunity,” she says. “I interned there and then they hired me on.”

It was one of those serendipitous moments. Bade hit the ground running. It was “a great growth opportunity,” she says. In “an extremely condensed time frame” her team had to find more than 3,000 volunteers and get them all background checked and trained. “We were able to pull off the largest multi-day international event ever held in Idaho.”

She next was in charge of a group of family assistance specialists for the Idaho National Guard. Many of the programs implemented under Bade’s leadership became best practices nationally, including a partnership with the Corporation for National and Community Service that provided AmeriCorps VISTA members to every Family Program office across the nation.

In her current role as program manager at Serve Idaho, Bade oversees 19 commissioners and \$1.5 million in federal



funds; manages the program and staff members; coordinates with other state agencies including the Department of Labor and the governor’s and lieutenant governor’s offices, among other duties.

In addition, Bade is active in volunteerism. She’s lent a helping hand to One Stone, Big Brothers, Big Sisters, the Leukemia & Lymphoma Society, and Boise Centennial Rotary. She also served on the board of the Boise Metro Chamber of Commerce, and was chairperson for Boise Young Professionals.

Bade and her husband, Ryan, and have been busy with their 6-month-old baby, Layla. For fun, she and Ryan like to go whitewater rafting, but “that may change,” she says with a laugh. She enjoys listening to music – “I love Imagine Dragons and Van Morrison” – and they also have two dogs: Morrison and Camas, named after the camas prairie in Idaho.

Bade says her mother instilled in her “the importance of giving back,” and she strives daily to make a difference.

“I hope I am changing the world for the better, even if it is just one small step at a time.”

# Ysabel Bilbao

Partner/Owner, Bilbao & Co. • Boise

## Passion

*“Passion has led me to my potential and I plan to use all my potential to the fullest. I hope from there my potential will unlock power to be a great influencer and contributor.”*



**By Patti Murphy**  
*Special to Idaho Business Review*

Ysabel Bilbao, owner of Bilbao & Co., never envisioned being a self-employed business owner. “I was happy being a really good, dedicated hard working employee, but a turn of events led me to this,” she says, explaining that her life changed in 2015 after her mother received a second cancer diagnosis.

“I was sitting in the ICU with my mom and was thinking how everyone at my work had been so good to me, giving me time off to care for her. I pondered how I was going to be able to continue to work, as well as have the opportunity to be by my mom’s side when needed.” That’s when Bilbao decided to open her own company.

Anyone who has lived in Boise at least 10 years likely recognizes Bilbao from her days as a television news anchor and reporter, a profession that she calls her “first love,” and one for which she gained a reputation as being a fair and

accurate journalist.

“It takes an incredibly strong woman to get involved in television news,” she says. “It is a demanding job that many perceive as glamorous, but isn’t. Relentless deadlines, public perception and constant criticism can make an already tough girl even tougher.”

After leaving the news business in 2010, Bilbao ventured into public relations and communications, first as the regional communications Officer with the University of Idaho, then as a principal with Gallatin Public Affairs, before opening her own business.

Today, her diverse client list ranges from Idaho Lt. Gov. Brad Little, to the Idaho College of Osteopathic Medicine, and various Treasure Valley cities, as well as a long list of community volunteer projects. A year ago, her brother Martin joined her company. “People wonder how it is to work with my brother and I tell them that we fight it out, cry it out, and figure it out,” she says. When challenges arise in business, Martin reminds his sister to “keep your head down and just keep working.”

Bilbao points to her parents as her biggest influence. “They live big and full lives with as little as possible,” she says. “They taught me that it doesn’t matter the amount of money you spend or the money you have; how you use it and what type of person you are is the most important.

“So many people helped me along the way, and I hope one day I can take whatever power that I earn, whether it be status or financial, and help those who need a little support. What I would really love to do in the future is build a business that can truly give back.

“It is my duty to be a productive member of society. It’s my privilege to share my abilities wherever I can.”

# Lynn Bradescu

Founder, president • 100 ADA • Boise

## Passion

*“I’m passionate about teaching people how to give. I’ve never before given so much in my life, and I think it’s up to us in the private sector to pay it forward.”*

**By Jeanne Huff**  
Idaho Business Review



Lynn Bradescu’s life could be written as a novel or acted out in a play or a movie. The elevator pitch could go like this: A child of the 60s, Bradescu grew up in the peace and love generation, of hippies, the civil rights movement, Martin Luther King, Jr., and JFK. She married, had a child, divorced; moved from California to Mexico and back again 12 years later with her daughter. She started a career in real estate. Then tragedy struck. The day her daughter underwent an emergency kidney transplant, Bradescu’s mother passed away. Then, the love of her life was killed in a motorcycle accident. After that, Bradescu and her daughter moved to Boise, and started a property management company.

At this point of the story, things start looking up. Bradescu’s property management company grew from 11 properties to more than 100. And her dream of a lifetime came true when she founded 100 ADA.

The organization is a giving circle, she says. “One hundred dollars from 100 people can turn into \$10,000. I truly believe this is my way of paying it forward,” she says. They focus on Ada County nonprofits “that just need a little help,” Bradescu says.

Organizations that have reaped the benefits of 100 ADA include: Treasure Valley Children’s Theatre, which received \$11,100 in 2016; and in 2017, the Jayden DeLuca Foundation with over \$18,000 and the Charitable Assistance to Community’s Homeless (CATCH), which was awarded \$15,100. “My goal is to gift over \$100,000 to Ada County nonprofits by the end

of 2018,” Bradescu says.

In addition, Bradescu lists a dozen other community causes, including Rake Up Boise, Meals on Wheels, and the Eagle High School baseball program.

Bradescu says growing up surrounded by community involvement and activism was inspirational. “Nothing much has really changed,” she says. “People are still active in their communities. It’s all up to us to participate – show up!”

Bradescu enjoys working with her daughter, Chandra. “We work together as a team. She is my proudest achievement and a reflection of all the traits I hold dear.”

Looking to the future, Bradescu hopes to continue on her giving path. “I am determined to make a change in this world by leading by example, by teaching compassion, by being positive about the changes we can all make ... in order to make our small corner of the world a better place.

“I am just getting started in my efforts to make a big difference in our world.”

# Krystal Chanda

Principal/professional engineer • A&E  
Engineering Inc. • Pocatello

## Passion

*“If you have passion or desire, you’ll find the potential and the power to do it. Passion comes first, and the other two will follow.”*

Idaho State University faculty that understood her situation, Chanda earned that degree and later a master’s degree, and has proven to be a successful engineer.

One of her most visible projects was the Portneuf Wellness Complex in Bannock County, an 80-acre project that includes sports fields, paved paths, a reservoir, playground and an amphitheater. She was the lead designer.

Along the way, Chanda has been a major advocate for girls and young women who are considering careers in engineering or fields that typically are dominated by males.

“What I have the most passion for is STEM (science, technology, engineering, math) education,” she says. “I like to encourage girls to pursue this if they have a passion for it.”

She understands the challenges.

“It can be a struggle being the only female in a room full of boys,” Chanda says.

She is willing to mentor and support those who make the choice, especially those who are struggling. Her message is constant and focuses on reality. “It’s hard, but you can still do it,” she says.

“It’s not knowing the answer off the top of your head; it’s knowing where to find the answer,” she says. “I open books on a regular basis because there is too much information to keep it all in your head.”

That message has been shared with many students. Chanda’s list of organizations that she’s helped is a long one.

“I am definitely glad to be involved in all that I am,” she says. “It keeps me going.”

In fact, when she moved to Connecticut for a job a few years ago, two things brought her back. Idaho and the organizations with which she works.

Billie Johnson, a physical design engineer for ON Semiconductor and a 2017 Women of the Year honoree, worked with Chanda during MATHCOUNTS, a middle school math enrichment program. She wrote a letter recommending Johnson for this award. “Our city, state and the world is a better place because of Krystal’s efforts and dedication to helping others.”



Photo By Ken Firebaugh Photographer

**By Nick Jezierny**

*Special to Idaho Business Review*

To fully appreciate all of the great things that Krystal Chanda is doing now – as a principal at an engineering firm, and a mentor and volunteer in the Pocatello community – you must first understand what she went through to get here.

“There were some dark times many years ago,” writes Dale Reavis, one of the owners along with Chanda at A&E Engineering in Pocatello.

Long before she became a top engineer and an advocate and inspiration to many in her community, Chanda was a 24-year-old mother of two in a dangerous, abusive relationship.

“I remember the exact moment I decided I was not going to depend on anyone else to provide for my children and me,” Chanda says. “My then-husband raised his fist to hit me like he had done so many times, and my 4-year-old son stepped in to defend me from his father. As his dad stepped toward him, I realized I was not the only victim but that my children were, too. Since that moment, I have wanted to make sure they have everything they ever needed in life.”

Chanda decided to start college and to major in civil engineering. Thanks to her desire, strong aptitude and a supportive

# Linda Clark

President • Idaho State Board  
of Education • Boise

## Potential

*“What I’ve spent my whole life working on is the potential of students, the potential of employees, the potential of our system.”*

By **Jeanne Huff**  
*Idaho Business Review*

Linda Clark knew what she wanted to be when she was in kindergarten. “When I was 5 years old, I wanted to be a teacher – and I never wavered,” she says. “It was a dream come true when I became a 4th-grade teacher.”

Clark’s mother got her GED at age 50 – and there “was no question” Clark would go to college. Her mother inspired Clark to “dream big, reach high. She said: ‘You can do anything you want if you’re willing to work for it.’” Other inspirational words came from her great aunt: “She said, ‘make no small plans for they have no power to stir the soul.’”

Clark, who grew up in Boise on The Bench, and attended Borah High School, played the piano and trombone in band and orchestra. “I play the piano and organ at my church,” she says.

She received her bachelor’s degree in elementary education at Boise State University, got her master’s degree at the University of Idaho and her doctoral degree at the University of San Francisco.

Besides teaching 4th grade, Clark’s titles in her 43-year career as an educator and administrator in Idaho public schools, include principal – she was Joplin Elementary School in Meridian’s first principal – supervisor, director and superintendent, before attaining her current role as president of the Idaho State Board of Education. Her accomplishments along the way – too many to list – include: establishing mentoring, training and intern programs; revising curriculum; designing and implementing a district-wide assessment program; establishing magnet schools and more. Clark is proud that, during and after the Great Recession, with a loss of more than \$28 million, the district didn’t cut a single staff position or eliminate any student programs.

“I have been blessed with incredible opportunities,” says Clark, “with terrifically talented individuals who became outstanding teams, and, with great external partners in the work.”

Matt Freeman, executive director for the Idaho State Board of Education, says Clark’s leadership is innovative and visionary,



and he looks forward to her tenure as State Board president. He wrote a letter recommending her for this award. “Dr. Clark is highly respected throughout the state,” he wrote, “as an exceptional leader and accomplished educator.”

Among her volunteerism efforts in the community, Clark has served on the Boise Metro Chamber board of community advisors, and on boards for the Meridian Chamber of Commerce, St. Luke’s Regional Medical Center, Capital Educators Credit Union and the Family Medicine Residency.

Clark lists raising her two great nephews and a great niece, as personal accomplishments of which she is proud. “And now, I’m the grandma called ‘Auntie’ to two precious little ones, ages 22 months and almost 8.”

Clark loves to travel and has made 23 trips and led 15 delegations to China, where she did her doctoral research. Although not fluent in the language, “I can order hot water,” she says.

“Education is about ensuring the future of our democracy, and the economic opportunity and viability of our state. But more than that, education is about inspiring and enabling every child and young person to reach their full potential.

“It’s about dreams and plans – and about the transformation it takes to reach them. This has been my life work.”

# Debbie Cleverley

Vice president and manager, private banking/business banking • Idaho Independent Bank • Boise

## Passion

*“If you lead with passion in everything you do, in your work, in your home, and in your play, you’ll always love what you’re doing.”*

Cascades in Boise. When that bank was purchased by a larger company, she moved on to her current role at Idaho Independent Bank. Remarkably, after more than two decades, she still works with many of the same customers who have been with her since the beginning.

“I have an incredible customer base and loyalty, and I just enjoy working with them, getting to know their families and helping them reach their goals,” she says.

It’s not only her customers who love her. Cleverley’s built a reputation among her team members that’s drawn high praise. “I believe some of her team compared her to Mother Theresa,” writes Mike Mooney, a retired banker who worked with Cleverley directly for many years.

Cleverley’s ability to connect with people has also served her well in her volunteer work. She’s served as board member and volunteer for the Women’s & Children’s Alliance for 10+ years, and was instrumental in a capital campaign that funded the addition of a new shelter. She currently serves on the board of directors for Faces of Hope Victim Center, and helped to raise more than \$7 million for a new center for the Salvation Army in Boise as a member of the capital campaign executive committee. In all of this, she’s found joy in improving the lives of those around her in any capacity she can.

“If you lead with passion in everything you do, in your work, in your home, and in your play, you’ll always love what you’re doing,” she says.

Between her day job and her advocacy work, Cleverley says the rest of her time is taken up by her favorite people in the world: her husband, Dave, four grown children and 17 grandchildren.

“We are empty nesters, but it’s not actually empty very much,” she says.



**By Stephanie Hansen**  
*Special to Idaho Business Review*

Debbie Cleverley never set out to be a banker.

As a stay-at-home mom for many years, she enjoyed being there when her kids came home from school, and relished spending her time with them. But one day, a good friend asked her to help with a three-month project at his insurance agency, and he was so impressed by her work during that short time that he talked her into staying full-time.

Eventually, that insurance agency was purchased by KeyBank, and Cleverley moved over to the banking side of the operation. Though it wasn’t a career she had pursued until that point, she found her place in the relationship-centric world of private banking, helping to found the private banking department at the bank’s Boise branch.

After 14 years at KeyBank, she decided she’d prefer to work at a smaller institution, and replicated her success at Farmers & Merchants State Bank/Bank of the

# Tammy de Weerd

Mayor • Meridian

## Power

*“Women shy away from power – but power is very important to me. If you have an impact, you attain stature. You can attain a sense of power by working with integrity, being humble, by using it with good intent. I try to.”*

**By Jeanne Huff**  
*Idaho Business Review*



Tammy de Weerd grew up in Moscow, Idaho, where she knew everyone. When she moved to Meridian in 1992 – “I knew no one. I thought: Wow. I need to see how to integrate into the community.”

She looked about and noticed the community had but one park. “I started to campaign for, to advocate for parks,” she says. “We wanted parks. It’s where childhood memories are made. I was known as ‘the parks lady’ – it was my passion.

“We have 22 parks today,” she says, quick to spread credit around. It was the community coming together. “In our parks process, that was not achieved alone.”

While de Weerd admits she didn’t do it all by herself, nonetheless, her victorious foray into community politics was heady. But on her first run for a city council seat “I lost by about 100 votes,” she says.

Undaunted, de Weerd next got involved with planning and zoning. “I learned about land use. Now, we have green spaces and pathways.” Next, not about to take a first no for an answer, de Weerd won and was a city councilwoman from 2000 to 2004. In 2004, she became the first woman mayor in Idaho, a position she has maintained to today.

During her tenure, Mayor Tammy, as she is known, has tackled major initiatives such as transportation, road expansion, youth engagement and healthy living. In addition to helping create Meridian’s park system, some of the accomplishments of which de Weerd is most proud: establishing the Mayor’s Youth Advisory Council, the Mayors/CEO Book Club, Mayor Tammy’s Walking Club, Meridian Youth Farmers Market, and Meridian’s downtown redevelopment.

She is affiliated with dozens of civic and nonprofit organizations and has received scores of awards and accolades, too numerous to mention here. Under de Weerd’s watch, Meridian has grown exponentially and is regularly atop “best of” lists,

including: No. 1 Place to Live in America (Wall Street Journal); No. 1 City for Business and Careers (Forbes); and Most Secure U.S. Places to Live (Farmers Insurance Group).

She and her husband, Jan, have four children and several grandchildren. About Jan, she says, “I couldn’t do what I do in the public eye without this man by my side. He is not only my life partner, he is my sounding board, my support system and my best friend.”

In order to make a difference, de Weerd recommends three essentials: Be authentic and have principles, be vulnerable and admit mistakes, and have courage – take risks and be accountable.

“My passion is to build a premiere community, a community where families thrive, where people love where they live and succeed in their work,” she says. “I take pride in being the first female mayor of Meridian because it allows me to have the pleasure and opportunity to inspire others.

“I look at our fabric and I see what many elected officials don’t have the opportunity to see. Find that passion and know there will be lumps and bumps along the way. But in the end – worth it. I can’t imagine not being involved in this community, being involved with kids.”



# Anna E. Eberlin

Partner • Holland & Hart LLP • Boise

## Power

*“We have the power to react and respond to events in our lives, whether good or bad, and we can control that reaction and response in a way that pushes us forward instead of holding us back.”*



**By Stephanie Hansen**  
*Special to Idaho Business Review*

As a powerful lawyer and a single mother of three, Anna Eberlin has learned how to harness her own potential to tap into her inner strength.

“We have the power to react and respond to events in our lives, whether good or bad, and we can control that reaction and response in a way that pushes us forward instead of holding us back,” she says.

After building and leading the real estate practice group at Holland & Hart for several years, an opening for a partner opened up at the firm last year. “I stood up and said, ‘I want to be the lead. I can do this,’” she says. After a final vote last September, Eberlin was elected and took the position in January.

But while her official status was upgraded, she says her day-to-day life hasn’t actually changed much. She still continues to lead a team of attorneys who handle loan negotiations and real estate transactions including sales, developments, leases and

acquisitions. It’s work that she says may seem boring to some, but for Eberlin, it’s incredibly interesting.

In fact, she never intended to become a lawyer – she studied music and biology in college, planning to become an orthopedic surgeon – but she became fascinated by real estate law during her first job after college. She worked at a mortgage company in Phoenix during the housing boom, and noticed that a lot of the loans the industry was making didn’t seem to make sense. “I went to law school to find out how all of this was legal,” she says.

Eberlin is passionate about her work, and in encouraging more women to pursue careers in the commercial real estate world. As secretary and president-elect for CREW Idaho, she facilitates networking and volunteer opportunities for women in the male-dominated industry to meet one another, and also mentors young women exploring careers in that arena, from engineering to design.

She also serves on the board of directors for Lee Pesky Learning Center, a cause that’s very close to her heart. Last year, she trained for months and raised money to run the New York City Marathon to raise awareness for the center before an ankle injury sidelined her. She plans to train again when the weather improves so she can run the race this year.

Eberlin still dabbles in music, playing for her kids at home and performing at their school. An avid sportswoman, she loves hiking with her son and two daughters, and plays volleyball several times a week. One of her biggest goals in all she does is to be an example to her children and teach them to meet their potential as well.

“Everything I do revolves around being a positive, compassionate, and well-rounded person,” she says. “I have found great success living my life in this way, and have great children to show for it on top of a successful career.”



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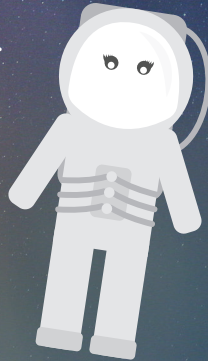
# WOMEN OF THE YEAR

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# Mandy J. Evans

Executive director • Panhandle Animal Shelter • Sandpoint

## Passion

*“Passion ... it’s the driving force of power and potential.”*

what Molly’s plight could do – teach others about differences and acceptance.

Evans formed the nonprofit, and Molly Inspires became official. The Evans-and-Molly roadshow taught diversity, tolerance and inclusion at elementary schools throughout the region. Everywhere they went, they carried Molly’s messages: Lesson number one: Don’t judge. Lesson number two: Live life in service. Evans says she carries these with her today.

While her time with Molly happened a number of years ago, the experience had a profound effect on Evans and directed her to a path of lifelong service and to a career devoted to helping animals. She went from the fast track of event planning and corporate travel in California, to running a nonprofit animal welfare organization and thrift store in Sandpoint. There, she has made her mark, increasing net revenue at the thrift store by 37 percent and fixed assets from about \$10,000 to \$5 million. At the shelter, she’s reduced the average length of stay for dogs and cats by 60 percent.

Evans still focuses on dogs – and cats and other pets that are looking for new “forever homes.” She also strives to remove the judgement and shame that often happens to those who are forced to surrender their beloved pets.

“We created Home-Home.org, a website that provides owners who need to surrender their pet an alternative,” Evans says. Through the website, owners can promote their pets so that they move directly from one home to the next, thereby alleviating undue – and expensive – shelter time. The innovation has been recognized by the American Society for the Prevention of Cruelty to Animals and the University of California at Davis.

And as dear as animals are to Evans, there are a couple of humans who mean even more. “My most significant personal accomplishment is ongoing,” she says, “being a mother to my two beautiful and kind children.

“My major goal is to create positive change in our world ... it is how I live my life, support my community, help young people, mentor women and raise my children.”



Photo by Sheryl R Garrison Photography

By Carissa Wolf

Special to Idaho Business Review

It started with an animal. A puppy to be exact.

Mandy Evans was in her 20s when she decided to get a dog. “I (had) always wanted a pug,” she remembers.

That pug was named Molly.

“This little dog changed my life,” Evans says. The little dog took her from corporate America to a wheelchair camp and the Braille Institute. She even created a nonprofit in her pug’s honor, called: Molly Inspires.

“There is an opportunity in each animal,” the 2014 Pedigree Innovation Grant winner says. “Molly was just a gift.”

That puppy entered Evans’ life and left paw prints on her heart. But three weeks after the adoption, Molly became paralyzed. The vet suggested Evans euthanize the puppy.

Evans says she saw “so much life” in Molly, she decided to give the dog a fighting chance. She took her home, bought a canine wheelchair and tried to make life normal. But people stared and made comments when Evans took Molly to the park. Where strangers saw a disabled dog, Evans saw an adorable, happy puppy. A lightbulb went off and Evans saw potential in

Passion • Power • Potential • Passion • Power • Potential • Passion • Power • Potential • Passion • Power • Potential • Passion • Power • Potential

# Carey Farmer

Associate broker • Group One Sotheby's  
International Realty • Eagle

## Potential

*“Everyone has something amazing about them, each and every person, and we don't know how far we can go, how high we can reach. We need to encourage each other, lift each other up.”*

By **Jeanne Huff**  
*Idaho Business Review*

Carey Farmer loves her job. “I get to show Boise’s potential to people all around the world,” she says.

Growing up, she did her own fair share of globe-trotting. As a self-proclaimed Air Force brat born in Taiwan, she touched down in North Carolina, Florida, Utah and Colorado before landing in Idaho. She intends to stay put.

“I love the Boise region; we live in a phenomenal place,” Farmer says.

She got into real estate after a stint as a nuclear medicine technologist. She switched careers after a friend suggested she look at real estate. Farmer liked the idea of creating her own schedule and being able to spend more time with her family. “I saw the potential in myself and wanted to be my own boss,” Farmer says. “I wanted to see what I could create and to see how far I could go. So – real estate – yea!”

Farmer stepped into her new career and the sky is the limit. She is involved in her industry on local, state and national levels. She’s received enough awards to fill the proverbial house, and in 2017, she was given the coveted Idaho REALTOR® of the Year award. It’s “probably one of the best awards you can receive,” Farmer says, “since you’re being recognized by your peers, who are also your competitors. It was very, very humbling and a fantastic honor.”

Following in her mother’s footsteps, Farmer has always been involved in her business and community, including serving as president of Junior League of Boise. “I remember (my mom) volunteering at school. She’s got integrity,”



Farmer says. The Boise Police Auxiliary, Literacy Lab, and the Discovery Center are some of the dozens of others in which Farmer has served. She volunteered for Rake Up Boise, Paint the Town and organized a bone marrow drive.

Something about Farmer you might not know: she has danced since she was 3, was a mane line dancer at Boise State University, and went to the NCAA National Dance Championship. She loves hot yoga and downhill skiing and says she is most proud of being a parent – “it’s the top of the list.”

Advice she would give to her younger self: “You are creating your own barriers and you have no idea the positive effect and change you can have on those around you. Never give up.”

What’s next in her crystal ball? “It kind of feels like I’m at the beginning,” Farmer says. “The ball is rolling and there’s a ton of potential ... I’m open to wherever the path takes me.

“The best is yet to come.”

# Sheli Gartman

CEO • Women Ignite International  
Business consultant, author • Meridian

## (em)Power

*“My purpose is to help others find their purpose ... I really want to empower women to be amazing.”*



**By Carissa Wolf**  
*Special to Idaho Business Review*

Sheli Gartman rose because other women pushed.

It's a push that Gartman now pays forward.

It seems fitting that Gartman, a business consultant and inspirational speaker who makes a living motivating other women, got a second start from women who encouraged her to do something different. Today, Women Ignite International is a phenomenon.

Or maybe, it was her third or fourth start. Gartman “broke into corporate America” and has been breaking company records, selling loans, insurance and collecting debt since she was very young. At 26, she started a mortgage brokerage company.

She also had an online vintage handbag business catering to upscale and celebrity clients. “I sold two handbags to Oprah Winfrey,” Gartman says. “That was fun!”

But then she found her true calling: speaking, training and consulting. Women Ignite is a natural follow-on and ramps up the stakes. “The idea was born about six years ago,” Gartman says, “to support women with more education, collaboration and the inspiration to fulfill their callings and

dreams.” That was when the annual Women Ignite Idaho Conference and Trade Show (WICON) was founded. It has since evolved into Women Ignite International.

“This has been my most fulfilling chapter of life yet,” Gartman says. “The impact on women, and some courageous men who support women, has been very humbling.”

Today, it has expanded exponentially, not only as an annual conference in Boise, but in 2018 “we are taking WICON to Seattle and Australia.” In addition, WICON has its own international publishing company and ongoing 90-day “mastermind groups,” that are set up locally and “globally online.” The group also sponsors monthly networking events, a networking referral organization, charitable events, and more.

“This is the dream I've always had in my heart and mind,” Gartman says, but “I didn't know what it would look like.” The leap from encouraging individuals to inspiring thousands came with plenty of challenges, Gartman says. For starters, she felt like she was starting over. Plus, it came with financial risks and meant scaling back on her own clientele. All the hard work? Worth it.

“I feel like I rebooted myself,” she says, “and I feel like I found my forever home.”

Gartman is “a magnet of inspiration,” says Cathy Light, CEO of Lideranca Group Inc. and a two-time Women of the Year honoree. Light wrote a letter recommending Gartman for this award. “Her determination and professionalism will be the catalyst for the growth of her company for years to come.”

It's all about paying it forward.

“Whatever you can do to make the planet better, that's your purpose, even if it's small,” Gartman says. Her passion for bringing out the potential in others resonates with her on a very spiritual level. It's her calling; it's her purpose, she says.

“All of this awesomeness is not an accident.”

Passion • Power • Potential • Passion • Power • Potential • Passion • Power • Potential • Passion • Power • Potential • Passion • Power • Potential

# Celia Gould

Director, Idaho State Department of Agriculture  
Owner, G+ Ranches of Buhl • Boise

## Passion

*“When I commit to something, I go into it full bore. And I’m very passionate about my family, agriculture, mentorship and integrity.”*

By Nick Jezierny  
Special to Idaho Business Review



Celia Gould will be the first to tell you that when she is passionate about something, it’s going to get her full attention.

That passion and determination have helped Gould make a huge impact throughout her life, especially in her career that includes owning and operating a ranch, serving on the Idaho legislature and her current role as director of the Idaho Department of Agriculture.

“Celia has put more time and energy into helping the State of Idaho than anyone I know,” writes Senator Mike Simpson.

Gould says there are four areas where her passion shows up repeatedly – family, agriculture, mentoring and integrity.

“I have been richly blessed with a lot of remarkable experiences, but I am truly proudest of my family and everything I do comes back to that,” Gould says. “Those other three areas I am passionate about all come back to family.”

Gould owns and operates G+ Ranches in Buhl, which was founded by her grandfather. She is excited that her son and family soon will take over ownership.

“Agriculture has been my lifelong passion,” she says. “The lessons I learned on the ranch helped shape and define me. Those experiences taught me hard work, community, kindness, leadership and sometimes just sheer determination.”

Gould has made 25 international trade mission trips on behalf of Idaho to 12 countries on three continents. She’s also very in touch with what’s happening in the Gem State.

“She knows that Idaho’s prosperity is tied to agriculture, and she does everything in her power to protect and promote this way of life,” Simpson writes.

Her leadership in the agricultural community has allowed Gould to become a mentor. It’s something she doesn’t take for granted. She remembers her internship with former Speaker of the Idaho House of Representatives Thomas Stivers.

“It piqued my interest in public service and put me on a career path that helped me be able to stay on the farm and ranch,” she

says. “I feel like it’s time for me to pay back.”

And that she has.

“There are countless women whose careers have been changed for the better because of her,” writes Chanel Tewalt, chief operating officer and director of communications for the Department of Agriculture.

Tewalt should know. She has spent the past 10 years working for Gould.

“Celia’s mentorship has been the single most important facet of my entire professional life,” Tewalt writes. “In working for her, I have been afforded incredible opportunities and learned lifelong lessons.”

One of those lessons is integrity.

“With every hat that I wear, whether it’s at the agency as a director, being a mom or a rancher, integrity is the foundation of everything,” Gould says.

“Ability and drive are important, but one must also have the courage to make tough choices,” Simpson writes. “This is what sets Celia apart. She never compromises her convictions no matter the circumstances or the people involved.”

And through it all, Gould has become a powerful example for others.

“She is the archetypal Idaho woman – a true original and a force of nature,” Dewalt writes.

# Andrea "Red" Guerri

Recruiting manager •  
Quest Groups LLC • Boise

## Passion

*“I’ve been extremely lucky to have been surrounded by passionate, inspiring women daily. Passionate women as leaders are changing the status quo and changing what leadership looks like.”*

mentoring refugee families, assisting the founding team of the Speedy Foundation for suicide prevention, and helping to establish the Kindness Committee at Quest Groups.

In a letter recommending her for this award, Brad Stith, executive, C-Suite Search at Quest Groups, writes that Guerri “has been an integral part of building Quest Groups into the elite search firm it has become. ... Andrea has also always been a leader in the community and continues to inspire others with her willingness to roll up her sleeves and get the job done the right way. Her energy is contagious.”

Inspirational figures include: her mom, Michelle Obama, Oprah Winfrey and Sheryl Sandberg. Guerri says her mom especially has been a guiding light, “passionate about being a good person and doing the right thing. We can all do small acts of kindness to make the world a better place – she was always that person. It was really inspiring.”

Guerri has a 90-pound golden retriever named Winston. For fun, Guerri likes to travel, hike, bike, ski, read – and “I’m an avid puzzler,” she says. “At Thanksgiving, we completed a 1,000-piece jigsaw puzzle in under four hours, while watching ‘Harry Potter.’”

“My personal philosophy is you can always do more. I push to do something that makes a difference for someone else every day.

“We can all go the extra mile. Whether it’s a smile, compliment to a stranger or volunteering with a specific organization. Boise is our community and it’s our responsibility to make it an accepting, encouraging environment for all.”



**By Jeanne Huff**  
*Idaho Business Review*

“Passion can push you forward,” says Andrea Guerri.

She was born and raised in Ontario, Oregon and moved to Boise for college. She graduated from Boise State University with a bachelor’s degree in sociology in 2011. She was planning on moving to Japan to teach English when opportunity came a-calling.

Quest Groups was looking for a recruiter. They made her an offer – “and it felt right,” she said. She took root in Boise, letting her passion guide her. She’s always had a deep desire to help others. “How can I help people? That’s always been the goal,” Guerri says. “And my job today is fulfilling that goal – and is fulfilling.”

Professional accomplishments so far include: creating a new division within the company and leading her team to produce over \$4 million in revenue in a year. Personal accomplishments of which she is most proud include:

# Suzie Hall

President • Cornerstone Design • Partner  
Open Spaces Northwest • Boise

## Power

*“At this age, I’ve stepped into my power, and to me, that means strength, confidence and wisdom.”*

**By Elizabeth Kasper**

*Special to Idaho Business Review*



When describing herself in one sentence, Suzie Hall sounds like a modern-day Renaissance woman.

“I am a creative who loves to provide magical solutions to many different things,” she says.

As the founder and president of Cornerstone Design in Boise, which recently celebrated 25 years in business, Hall says any project is an opportunity for creation. She and her team have worked on the Banner Bank Building, Micron Technology and the Royal Plaza in Boise, but she’s also leant her creativity to Tamarack Resort, hotels, small office buildings and custom homes.

“It doesn’t really matter what the project is,” Hall says. “Anything is a blank canvas to create a masterpiece.”

Cornerstone lights up the creative right side of her brain, Hall says, and for the analytical left side, she is a partner at Open Spaces Northwest, formerly Greensteps. The company is a sustainability consulting firm, so Hall works with commercial clients to assess and enhance energy management and sustainable solutions. She and her team look at lighting, electric systems, natural daylight and solar power as potential solutions for their customers.

Outside of her 9-to-5, Hall loves helping others find their passions, particularly women and those starting their own businesses. Among many other organizations, Hall has worked with the Small Business Advisory Council of the Boise Chamber of Commerce since 2011. She’s currently a board member of the Idaho chapter of Entrepreneurs’ Organization, and from 2016-2017, she served as the chapter’s first female president. She’s also president of two interior design organizations and sits on the board for the U.S. Green Building Council and the American Heart Association’s Go Red for Women executive leadership team. Hall has “wholeheartedly

jumped into” serving with the Saint Alphonsus Foundation as well.

As a long-time female entrepreneur who owns two businesses, and is thoroughly engaged in her community, Hall says she is “amazed at the unique brilliance I consistently encounter. She relishes making a difference – “blazing a trail and inspiring others through both my accomplishments and misses.” A mantra she turns to regularly is: “Boldly Go.”

A Washington native, Hall finds Idaho a great place in which to live and give back.

“I believe that our families, communities and the world are comprised of incredible human beings with so much to give and share,” she says.

Hall is no stranger to recognition for her work and philanthropy – this is her second time being a Women of the Year honoree, and her business has garnered a bevy of honors in design and was honored in 2012 by the Boise Metro Chamber as a finalist for the Small Business of the Year award.

When not working and volunteering, Hall spends time with her children, two girls and a boy.

Her motto? “We only have one life to live, so make every day your masterpiece.”



# Lorraine Hand

Executive assistant to the dean and associate deans • College of Business and Economics  
• Boise State University • Boise

## Potential

*“Lorraine is always advocating for every kid. Every kid has potential. Every kid. Every kid. That’s her passion.” – John Hand*



Photo Courtesy of Boise State University

By **Jeanne Huff**  
*Idaho Business Review*

Lorraine Hand was born in Caldwell and grew up on a farm in Star. She lived a rural life but her eyes were on other things. She got a job at Merritt’s Café, took guitar lessons in Nampa – Classical Gas, one of her favorite songs to play. A strong-willed and independent young woman, she graduated from Meridian High School.

Hand went off to get an education and life happened along the way. She spent some years in Virginia where she worked in banking. She joined First Security Bank after she returned to Idaho and transitioned to a computer company. Hand wound up at the Small Business Development Center in the College of Business and Economics (COBE) at Boise State University.

As she raised six children, Hand became very involved in their schools. She volunteered in classrooms, led PTO groups, and eventually served as a trustee for the West Ada School District. And, in the midst of working, raising her family and volunteering, Hand, education advocate nonpareil, earned her diploma. In 2014, 34 years after her first classes, she graduated with a cross-discipline bachelor’s degree in sociology,

psychology and criminal justice, magna cum laude.

Since 2013, Hand has worked in her current role, where she closely supports the COBE dean and the associate deans, juggling a million things at once, says her husband, John. It’s a job she loves and one in which she has thrived.

Hand’s accomplishments to date are more than enough to recommend her for this award, writes Alison Wilde, public relations and communications manager at COBE. Wilde was already set to nominate Hand and, in fact, had set a reminder in her calendar to do so. Then, tragedy happened in spring of 2017 when Hand incurred a traumatic brain injury. Since, Hand has battled through four surgeries and infection. She is recovering now at home, but the progress is slow and challenging. Through it all, Hand has faced daunting odds with courage and an unflinching desire to walk, see clearly, drive a car and get back to work, says John.

Her friends, family and coworkers can hardly wait. Marty Mundt, retired special education teacher and fellow member of Meridian Lions Club, calls Hand “a hero,” for, among other things, helping countless students “get the best education possible” and never saying no. “Savvy, courageous, kind and inspiring describe Lorraine,” says Diane Schooley-Pettis, associate dean for faculty and administrative affairs and professor of finance at COBE.

“It has been a struggle without her,” writes Ken Petersen, dean of the College of Business and Economics at BSU. “Lorraine’s strong, respectful and constructive approach was one of the key ingredients that kept the college functioning at a high level.”

John says something people might not know is that Hand once rode her bike from Seattle to Portland, traveling 207 miles in two days. “I watched; I did it with her,” he says.

Wilde says one doctor, amazed at Hand’s willpower and progress, said she is “a bad ass.” Friends and family adopted it as “a battle cry in Lorraine’s recovery.” It would make a fitting license plate for her next road trip.

Congratulations to all 2018 Women of the Year Honorees.



Sheli Gartman  
CEO, Women  
Ignite International



Christine Nicholas  
Partner, Hawley Troxell  
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Cornerstone Design congratulates President Suzie Hall for being recognized a second time as an IBR Woman of the Year!



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# Jaime Hansen

Executive director •  
Family Advocates • Boise

## Potential

*“For me potential is – if we come together, if we’re able to set aside our own agendas, our own egos, we could transform our community.”*



**By Dunja Subasic**  
*Special to Idaho Business Review*

When Jaime Hansen agreed to take on the role as executive director at Family Advocates, the nonprofit was in a dire financial situation: it was experiencing high turnover and low morale. In a span of less than 18 months, Hansen helped completely transform the culture within the agency and turned it into one of the most impressive nonprofits in the local community. Today, it is financially sound, employees are happy and motivated, and turnover is negligible. In fact, other nonprofits frequently hold various meetings and events in the warm and welcoming space in which Hansen has created.

It has been difficult but also challenging, she says. “If I was unwilling to take on that challenge then essentially, in my mind, it would be saying that this mission doesn’t

deserve to exist. And I absolutely believe in this mission.”

Hansen credits her unwavering dedication and resulting success to the several mentors she’s had over the years. In her 20 years of nonprofit work, she’s never had an employer she didn’t learn from. She also points to her father, a small business owner, who led by example.

Hansen’s contagious optimism and big-picture way of thinking has also resulted in a community of peers that meet regularly to brainstorm creative, cost-efficient solutions to help each other with issues they face.

“Nothing really prepares you for the onslaught of all the bits and pieces of being an executive director. You need to know marketing, finances, HR ... and you’re always understaffed, under-resourced, and so you need to be really creative in each one of those areas,” Hansen, often works 60-hour work weeks, says.

Hansen is also part of the Leadership Boise Alumni Board, the Idaho Nonprofit Center Policy Committee, and still makes time to teach a nonprofit management course every semester at Boise State University. She prides herself in connecting with the students and often mentoring and coaching some of them long after the semester is over.

How does she do it?

The president of the board of directors for Family Advocates explains it well: “The way that Jaime does all this ... is that Jaime values people above all else. Be it the wellbeing of her employees, or the needs of the community, no conversation about strategy, programs, finances, or any topic occurs without Jaime fully considering the impact to her team and the community we serve.”

# Angela Hemingway

Executive director • Idaho STEM  
Action Center • Boise

## Passion

*“Passion – that’s what drives me, in my life and in my work. I want to make sure there are STEM opportunities for everyone in Idaho.”*

By **Jeanne Huff**  
*Idaho Business Review*



When she was little, Angela Hemingway wanted to be an astronaut. “I still have a book I made when I was 7 years old,” she says. “It was called ‘Space Adventure’ – I was an astronaut traveling throughout space on exciting journeys.” She became equally fascinated with outer and inner space. “Telescopes and microscopes -- it ended up being microbiology that stuck with me the most,” she says. “I would play with pond water and saliva.”

Her earliest inspiration came from her father, Hemingway says, who was a tinkerer, an inventor and an avid fisherman. “He helped me think outside the box and opened my mind to a world of possibilities,” she says. His creations ranged from a hat made out of a newspaper to an outdoor vacuum turned into a ball-shooting gun.

Hemingway says along her path she encountered a number of inspirational people. “Each teacher, each person, to me, is a gift. I can now look at my life collectively, holistically, and see it shaped me into the person I am today. From kindergarten to my doctorate degree, I am a product of the Idaho public school system. I am an advocate for Idaho education.”

Hemingway received her bachelor’s degree, her master’s degree, and, just last year, her doctor of education degree at Boise State University. Through the years, she’s been involved with scores of STEM-focused organizations and has received more than a dozen awards, including numerous teacher of the year awards and one from Kuna High School for Classroom Superhero.

Hemingway is proud of the 14 years she served as a teacher at the high school and college level, and equally proud “to have encouraged 15 students to become teachers.” She is currently writing a book: “You Should Teach! Inspiring the Next Generation of STEM Educators.”

In her current role as the executive director of the Idaho STEM Action Center, Hemingway continues to be a voice and a

driving force for positive change in education and educational policy. “I work with individuals to inform, engage and improve STEM education for all students, regardless of race, zip code or gender,” she says.

The best advice Hemingway ever received came from her grandmother. “She said: ‘remember, that relationships are like seasons. Sometimes, they’re blowing hot, on fire; sometimes, they cool off; sometimes, they get chilly and you can thaw them out. While some relationships might be in the winter now, that doesn’t mean they can’t warm up.’”

Hemingway says her biggest personal accomplishment is “loving my husband of 22 years, Parke.” They have a son, Magnus, 15, and enjoy backpacking in the Stanley/Grandjean area. “Our end goal is a beautiful mountain lake. It’s so quiet. The only thing you hear is a rock falling off a cliff.”

Hemingway says she is “a Stephen King fanatic.” She works out every day, donning her signature pink boxing gloves, with the punching bag in her garage.

“I am convinced that education changes the lives of all individuals of all ages,” Hemingway says, “and I know that the learning never stops.”

# Lynn Hightower

Executive director • Downtown Boise Association • Boise

## Passion

*“I have a passion for doing what I can to build a better community, one that provides opportunity and a place for healthy families. Passion is my motivator.”*



**By Patti Murphy**  
*Special to Idaho Business Review*

Throughout – from television news director, to police department communications director, to executive director of the Downtown Boise Association – Lynn Hightower has focused on helping people understand the importance of why things matter.

“A lot of information is put in front of our face, but the big question is, why does this information matter to me, why is this important?” Hightower says. “Seeking out the answer to that has been something I’ve done at each part of my career.”

Hightower remembers learning the value of ‘why’ when she was a reporter. It happened during one of her many interviews with former Idaho Governor Cecil Andrus. “I was doing a story on the salmon not coming back to Idaho; they were getting caught in the dams which was a huge thing. I talked with Gov. Andrus about it and at the end of the interview I asked, ‘why are you working so hard to get the salmon back to Idaho?’ What I was really asking was why do you care about them?”

He gave me the most eloquent answer, saying the salmon represented the heritage, natural resources and beauty of our state and that’s a legacy he wants to pass on. And that Idaho isn’t really whole without bringing back this legacy wildlife. That ‘why’ gave the story a perspective.”

In 2003, Hightower took the job of handling Boise police communications. Again, in working with police, Hightower tried to find ways to communicate why certain information matters. “We’re a fairly safe city, and people don’t often think about public safety, so it was important to sometimes remind people about the why – ‘oh, yes, here’s why I should care about the safety of my community. Here’s the bigger picture.’ We all need that why. It gives our lives meaning,” she says.

Today, as executive director of the Downtown Boise Association, Hightower works to promote downtown Boise by increasing awareness of why a vibrant downtown is important to supporting neighborhoods and lifestyles throughout Idaho.

“Downtown Boise is the center of a much larger community,” she says. “Without a vibrant downtown, the entire community suffers. So, we’re keeping that heart healthy which radiates benefits throughout the city and the region.”

Why does all of this matter to Hightower? “Because this community has been really good to me and my family,” she says. “I feel blessed that life led me here 30 years ago, and now I have a family. When you have children, your world changes, your priorities change. It’s about how do I make this city and world a better place for them.

“If I’ve been successful in creating a community with a little bit more empathy toward police officers, women, business ... toward fill-in-the-blanks, what a privilege that is. My hope is the work I do helps to make life better for those around me.”



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## Potential

*“We have so much potential to be more; there’s so much more to do, to be.”*



IDAHO BUSINESS REVIEW

## woman of the year 2018

By **Jeanne Huff**  
*Idaho Business Review*

Walk into the stark, ultra-modern, race-car red conference room at CBH Homes and you’re bedazzled by the wall-to-wall motivational placards and signs: Learn. Be prepared. Have fun. Share the glory and the knowledge. We build people’s dreams. Go Now!

Ronda Conger walks in, surveys the room and smiles. “We have people here who move,” she says. Two possible requisites: “You’re probably passionate and caffeinated. Happy? Oh, please! Life’s too short not to be.”

That’s your introduction to the vice president of CBH Homes, Idaho’s No. 1 homebuilder. She admits she had some early challenges. “People can’t decide if I was raised by wolves or not,” she says. She lost her mother when she was 3. “And I was homeless at 14. I was the poster child for the girl who should be in a ditch. I learned at an early age it was all on me.

“I’m thankful – it has made me who I am.”

Conger went to Boise State University and played collegiate tennis – that’s when she met her husband. “We both started work at – we call it ‘the love palace,’ everyone else calls it Costco,” she says, with a smile. “I never graduated, but I worked four jobs to get my husband through.”

The young couple moved to Las Vegas. “That’s when I entered the homebuilding world,” she says. And the rest, as they say, is homebuilding history.

“I started with the fifth largest home builder in the nation,” Conger says. “The fire was lit.”





She started out in the business at the bottom of the rung. “(I was) a hostess, just saying hello to people and showing them where the model homes were.” Over the next three to five years, “I went to every department in the company and said ‘I’ll do it.’ I learned the warranty department, sales, design studio, mortgage, construction, land development. After five years, we came back to Idaho. I met Corey (Barton) – and we both realized it was a match.”

Conger has two major goals: “To continue to dominate and innovate in the homebuilding industry in Idaho and beyond; and to give as much energy, passion and love away to all those I encounter as possible. ... everyone I come in contact with. It’s important,” she says.

Conger and her husband, Jim, have

been married for 24 years and they have two sons, Bailey, 20, and Cooper, 16. “I am most proud of my relationship with my husband – I love him so much – and my relationship with my sons,” she says.

Conger has written three books, is on the speaking circuit, is a member of more than a half-dozen professional associations, volunteers in the community and sits on the boards of dozens of civic and nonprofit organizations. She mentors people and businesses – more than 100 and counting – and sends out daily quotes to more than 1,400 family, friends and colleagues.

Like many, Conger says she has daily to-do lists, but it’s her non-negotiable list that she credits with keeping her on track. She writes five things down first thing every morning and makes sure they are all marked off by the end of the day. “I will not

go to bed until those five things are done,” she says. “That’s always motivated me.”

Advice she would give to her younger self: Go faster.

Conger says having fun and laughing are paramount and “the secret to a lot of my success.” When she and Corey Barton first forged their bond, “we made an agreement: we have to have fun. That’s part of the agreement.” She tells this story: At a company meeting last summer “I put a brown paper bag under everyone’s chair with a can of Silly String inside.” At the end of the meeting, Conger told them to reach underneath and see what was in the bag.

“A hundred people grabbed cans of Silly String – and we covered one another,” she says, laughing.



# Heather Hill

Communications officer • J.A. and Kathryn  
Albertson Family Foundation • Boise

## Passion

*“Passions are an integral part of who we are. They’re always there for you and they give back tenfold when you fuel them.”*

After living and working in Denver then Los Angeles, Hill moved to Boise to become vice president of marketing and communications for the 2009 Special Olympics World Winter Games. Following that event, Hill founded her company, H2 Brandworks, and worked as director of marketing, communications and events for the 2012 Exergy Tour women’s international cycling race.

In late 2012, she joined St. Luke’s Health System as executive director to help transition the long-running Women’s Fitness Celebration into a larger community-wide version known as FitOne. And, in 2016 Hill took the next leap to join the J.A. and Kathryn Albertson Family Foundation as communications officer.

“One of my favorite things I’m working on is Mission 43,” says Hill, who added the name comes from Idaho being the 43rd state. She explains that the program is a partnership between the J.A. and Kathryn Albertson Family Foundation and three veteran’s organizations that help post-9/11 veterans successfully transition back into school, work and the community. She says that in 18 months they’ve placed more than 250 veterans and their spouses in jobs.

“I feel a great sense of responsibility to help carry out the work of a pioneering family doing thoughtful, innovative and incredible work across Idaho,” she says.

Giving back to the community she loves is a trait that’s strong in Hill. Whether it’s helping people get healthy through her work with FitOne, creating the opportunity for 2,500 athletes from nine countries to compete in the 2009 Special Olympics Games, or helping students, teens and veterans find success through the various programs at the Albertson Family Foundation, Hill is moved by a desire to contribute to something bigger.

Toward the end of 2017, as Hill’s first “Year of Yes” was coming to a close, her friend asked: “So, is 2018 going to be your “Year of Hell, Yes?”

“I loved that,” Hill says, “So, yes, I’m definitely continuing in that direction.”



**By Patti Murphy**  
*Special to Idaho Business Review*

Toward the end of 2016, Heather Hill found herself facing a difficult end to a long term personal relationship. “You think you’ve charted your course, but then your whole life is suddenly turned upside down,” she says. “I could have seen it as a big black hole to fall into, but instead I turned my thinking around to see it as a bucket to start filling it up. Life’s too short to wallow.”

And with that, she christened 2017 as her “Year of Yes,” and began focusing on filling that bucket with new experiences; from getting settled in a challenging new job to pushing herself to be stronger as a competitive athlete and cyclist, to volunteering with a number of community organizations.

Passion is what drives Hill as she takes on the world. “People have said I’m lucky in what I’ve been able to do in my work. But, I’ve been working hard my whole life so I’ve always been preparing myself to say yes to the next opportunity that comes my way. As Seneca reminds us: ‘Luck is what happens when preparation meets opportunity.’”



# Stephanie Mathias Hilpert

Nurse practitioner • St. Luke's Mountain States Tumor Institute • Chair • Garden City Library Foundation • Garden City

## Passion

*“I’m passionate about my volunteerism, my career, and my family.”*

By Jeanne Huff  
*Idaho Business Review*



In her daily work as a nurse practitioner at St. Luke's Mountain States Tumor Institute, Stephanie Hilpert encounters patients who are in the midst of the battle of their lives. She says it provides a unique opportunity and “the reward of working with, and getting to know patients on a professional and personal level, while hoping to make a difference in their lives.”

In addition to her 9-to-5 job, Hilpert equally pours her passion into her work at the Garden City Library Foundation. Books have always held forth on the top shelf in her life, she says. “You get to imagine a different time or event and how that would be for you. It’s kind of like a getaway without having to leave your home.”

When she was a little girl, she remembers listening to her mother read Little Golden Book stories. “My mom would read and record them for me,” Hilpert says. “She’d put a little dot of nail polish on the “play” button (of the recorder), so I could play and listen to my books when I’d get home from school.” Later, Hilpert says, reading with her mother became interactive. “We would read together – she would read for a while, then I would read for a while.”

Hilpert began volunteering for the Garden City Library Foundation in 2015 as a way to connect her family and community. After serving on the board for one year, she was voted to be chair. Under her leadership, the foundation managed to raise \$100,000 in a single year. Her most passionate project is the Bells for Books mobile literacy

program. It began in the mid-1990s when two women loaded up a van with books, snacks, and volunteer readers, ringing a set of antique cow bells as they visited kids in Garden City neighborhoods. It has since grown, keeping ever present its original mission: “to ensure that every child in Garden City has access to library books,” says Hilpert.

“Nothing makes me recognize the influence I am making more than when I hear how kids come running toward the bookmobile, literally blowing out a flip-flop, and just keep running to get their hands on more books.”

Hilpert’s most significant personal accomplishment “continues to evolve,” she says: “raising my two school-age children.” Her son, Harry, 11, and daughter, Alli, 8, continually teach her “about the person I strive to be and the legacy I aspire to leave behind.

“When I reflect on my years of service as a healthcare professional and community volunteer,” says Hilpert, “I recognize myself as a leader.”

# Shiloh Holmes



Senior director, marketing & business development  
 • Slichter Ugrin Architecture • Boise

## Power

*“It’s so important to use the power of your voice for good, for others who cannot speak for themselves or haven’t themselves been empowered to do so.”*

But as it turned out, she fell in love with the industry.

She spent five years at the engineering firm, then switched gears to general contractor Petra Inc., where she was able to help open the Denver market, playing a large role in a \$24 million multi-family facility. After two years of splitting her time between Boise and Denver, she made the decision to stay in Boise full-time to spend more time with her teenage son, Spencer.

In her current role at Slichter Ugrin Architecture, she spends much of her time drumming up new business and maintaining client relationships. As a people-person, she’s been very successful at doing just that. In the seven years she’s been a part of the industry, she’s made contacts all over the world and is proud of the fact that they trust her enough to call her up to ask for connections and recommendations.

Those skills have served her well not only in her professional life, but in her volunteer work as well. An active Rotarian with the Boise Metro Rotary, she feels blessed to have the opportunity to serve people in the community, from serving meals at the Ronald McDonald House to chairing fundraising events for the Idaho Youth Ranch.

“It’s so important to use the power of your voice for good, for others who cannot speak for themselves or haven’t themselves been empowered to do so,” she says.

One of her biggest goals is to encourage more women to enter the male-dominated field that’s captured her heart, and as president-elect for CREW Idaho, she mentors young women looking to enter the commercial real estate world. She hopes to give them the same kind of inspiration her mother – and her grandmothers – gave her.

“(They) taught me to believe in something bigger than myself,” Holmes says. It is something she tries to live by and “has made me the woman I am today.”

**By Stephanie Hansen**  
*Special to Idaho Business Review*

As a woman in the engineering, construction and architecture industry, Shiloh Holmes is used to being one of the only women in the room. But hearing her mother talk about the teasing she endured as one of the first female members of a forest service crew helps give her strength to face some of the challenges she might meet along the way.

“Women have been doing this for generations, so it’s good to know we’re not alone,” she says.

After building a successful career in the media sales industry, Holmes found herself in need of a change in 2010 when the economic downturn took its toll on the radio station where she worked. By chance, she had a friend at a structural engineering firm who was leaving her job and recommended Holmes to take her place.

She landed the gig, and soon she was knee-deep in engineering acronyms.

“It was like drinking from three fire hoses,” she says.



# Heidi Jarvis-Grimes

Vice president of development • Idaho  
Technology Council • Boise

## Passion

*“It is my philosophy to facilitate both personal and professional growth – in our ecosystem in the state of Idaho – by helping organizations thrive through mentorship and thought leadership. That just makes a community stronger.”*

**By Jeanne Huff**  
*Idaho Business Review*

Heidi Jarvis-Grimes is a study in duality – “I have a split passion,” she says. “I’m a professional orchestra conductor and a business development leader.” She is honored, she says, to lead and mentor in both.

Growing up in the Dayton-Cincinnati, Ohio area, Jarvis-Grimes says she was involved in music, the fine arts and debate. She made batons “out of rolled-up pieces of paper on a pen. As far back as I can remember, I would say: ‘I’m going to be a conductor someday.’ I also knew I wanted to be an educator.”

Jarvis-Grimes credits her mother’s inspiration and support for getting her just to where she wanted to go. “My mother encouraged me. ‘Always do whatever you want to do and what you think would have the most impact,’” she says.

She was the first woman drum major conductor while still an undergraduate at the University of Dayton. Since then, she served as conductor for the Pullman Civic Orchestra for more than 20 years and also as guest conductor for some national orchestras, including a stint for the Royal Hawaiian Band, created in 1836 by King Kamehameha III.

As a business leader, Jarvis-Grimes worked in professional development first in the Washington State University Foundation’s office for corporate and private relationships. At Idaho State University, she led the charge for strategic university initiatives, arts, and the behavioral and social sciences. Today, as vice president for development at the Idaho Technology Council, she works with community colleges, universities and more than 350 companies across Idaho to foster high quality jobs, work force development, “and helping businesses of all sizes to start, grow, and



thrive,” she says.

“Now, I’m honored to be able to support and help facilitate meaningful relationships with universities, with start-ups, mid-sized and growing companies. (It all) contributes to enabling an entire business ecosystem.” Jarvis-Grimes says she loves “being able to connect them, bring those relationships together and watch them drive forward and be successful. I find great fulfillment in connecting people in novel ways so that they can grow and their businesses can prosper.”

Idaho Technology Council President Jay Larson says he doesn’t know anyone who works as hard as Jarvis-Grimes. In a letter recommending her for this award, Larson writes: “Heidi is a leader who seeks to make the world a better place by growing innovation and knowledge.”

Jarvis-Grimes and her husband, Dean, are the parents of Matthew, a urology surgeon, and Ben, a chef in Seattle/Tacoma. Guilty pleasures? “One of my favorite things to do is sit in the lodge at Brundage and have a glass of wine,” Jarvis-Grimes says. “And, my husband and I love ‘The Larry David Show’ – my word.”

# Heather Kimmett

Community relations manager  
• KeyBank • Boise

## Potential

*“I started running about five years ago and decided to do a half-marathon. I told myself: really, you have untapped potential – you just have to believe you can do it. I did that half-marathon and three more.”*

a difference to the nonprofits that I partner,” she says.

In addition, she has recently started an event production business, Zenergy Events, with her friend and colleague, Shelley Bennett. “After more than five years planning events on committees, we’re actually doing event planning,” she says.

Kimmett is also proud of a number of accomplishments. She led KeyBank Foundation’s National Neighbors Make the Difference day, getting 50 percent of the workforce volunteering in community projects. She is also on the board of Big Brothers Big Sisters of Southwest Idaho, is an advisory member for One Stone, a judge for Words Unlocked Poetry Camp – and volunteers in one way or another for a couple dozen or more other civic or nonprofit organizations.

A guilty pleasure is watching *The Voice*, says Kimmett. “I do think I want to hang out with Blake Shelton and Adam Levine someday.” Kimmett is also a big fan of musicals – “*My Fair Lady*’ is my favorite,” she says.

Kimmett says she has “always been a firm believer in ‘lead by example.’ But, more than anything, I have a firm belief in not spending time worrying what others may think of me. I think everyone should be the best version of themselves, and you can only do that by putting out the positive vibes, leaving the world around you a better place than when you entered it.”

And it is okay to fail, she says. “Failure is human. Learn from it and continue to grow – that is what truly matters.”



By Jeanne Huff  
*Idaho Business Review*

When Heather Kimmett was little, she wanted to be a dancer.

She was born in Twin Falls, grew up in Gooding, but had to go to Jerome for dance classes. Dancing ended up teaching her many things – dedication, patience and determination – but she tossed her dancing shoes aside in high school.

After high school, Kimmett met her husband, Steve – “we were post-high school sweethearts” and they moved to Boise. After a shuffle in job opportunities, Steve finagled a job for her at KeyBank.

“I just happened into it,” Kimmett says. “I just happened into the best job you can get.”

Her job has evolved from being administrative focused to being the “face of the bank,” she says. “Every day I get to interact with our amazing community members and make

Passion • Power • Potential • Passion • Power • Potential • Passion • Power • Potential • Passion • Power • Potential • Passion • Power • Potential

# Jennifer Landhuis

Director of social change • Idaho Coalition  
Against Sexual & Domestic Violence • Boise

## Passion and Power

*“My entire career has been a work of passion. I’m passionate about the subject, finding an end to it, about righting the inequities.”*

**By Dunja Subasic**  
*Special to Idaho Business Review*



Jennifer Landhuis began her social justice career as a victim advocate in a domestic violence, sexual assault and stalking program. Her third day on the job, a woman looked Landhuis in the eye and said: “You have no idea what you are doing.” The woman proceeded to point to her bruised and battered face and said: “You keep concentrating on this. Until you can fix this (pointing to her heart) and make me feel like I am worthwhile, you cannot help me.”

Fast forward almost 20 years later, and Landhuis is still applying that woman’s words to her work. “We can have resources and toolkits but until we’re truly listening and centering (victim) experiences in the work that we’re doing, we’re not going to get very far.”

Landhuis spent almost a decade working as director of social change for the Idaho Coalition Against Sexual and Domestic Violence. She worked hard to re-shape the system’s response to survivors and their families who have suffered from stalking, domestic violence, and sexual assault. She designed and facilitated local, state, and national trainings on the issues, served on multiple state-wide committees, and even assisted with developing and implementing graduate level courses for the Victim Services Certificate program at Boise State University.

Rebecca Dreke, an Independent Consultant and former director of training and technical assistance at the National Center for Victims of Crime commends the work Landhuis does. “As is true with many women who are leaders, Jennifer is far too humble about her many contributions to the field,” Dreke says. “While she continuously writes original curriculum, mentors new advocates in the field,

and provides technical assistance to countless professionals across the country, she does it all with self-deprecating humor and good-will.”

Landhuis’s hard work and advocacy has resulted in securing a grant that is giving Idaho its first Stalking Prevention, Awareness, and Resource Center. She will be taking on the role as director, and will be helping enhance Idaho’s response to stalking by promoting awareness, action, and advocacy to enhance victim safety.

Even outside of her professional roles, Landhuis prides herself in working alongside “her own feminists-in-the-making” – her daughters at home, 17 and 14. She states that their generation, especially when comparing it to her own, gives her hope that things will continue to change.

“Growing up it was all about the power I didn’t have as a woman and realizing the power I did have. How do we leverage our collective power to shift the way we look at and value people in our society? That’s something I’ve grown into; it is rooted in the passion, not only in the work but in humanity.”

# Toni Lawson



Vice president, governmental relations •  
Idaho Hospital Association • Boise

## Power

*“Quiet power often goes unrecognized. Some of the most powerful women and men I know are not drawing attention to themselves. They’re doing the work and making the difference. There is power in places you don’t expect.”*

more self-confidence. A lot of that came from Larry Craig,” she says. “I’m not a party faithful and he certainly didn’t hire me because I was some political insider. We had a frank talk about that and he said: ‘That’s not your job. Your job is to know about healthcare in Idaho.’”

As vice president of governmental relations for the Idaho Hospital Association, Lawson works to provide state and national leadership in political advocacy for member hospitals.

“Sometimes people wonder about me being a lobbyist, but I tell them that I use my powers for good, not evil,” she laughs.

Those good efforts have made an impact. Lawson is “one of the premier healthcare experts in Idaho,” says Brian Whitlock, Idaho Hospital Association president.

One of Lawson’s greatest delights comes from mentoring people early in their careers, and even hosted “Starving Intern Dinners” in D.C. for fledgling staff members. Adrean Cavenor, one of those “starving interns,” was impressed and inspired. “I realized quickly she was everything I wanted to be,” Cavenor writes in a letter of recommendation. “(She was) warm, extremely smart and completely intolerable of hypocrisy, regardless of what side of the aisle.”

In recent years, Lawson has been more focused on family, assisting her father as he lives with Parkinson’s disease. “My healthcare background is helpful when wading through the convoluted medical system but there was no way to prepare for the endless complexities associated with this cruel disease,” she says.

“Balancing the demands of this disease with a busy professional schedule is one of my most difficult accomplishments, but also one of the most meaningful. I know these accomplishments as a daughter and caregiver will be my strength as I advocate for others in the future.”

**By Patti Murphy**

*Special to Idaho Business Review*

When Toni Lawson was a teenager, she told her mother she wanted to go into politics. “My mom advised me not to do it,” says Lawson. “She said, ‘I know you and I know politics and you’re going to be heartbroken when you realize you’ll have to compromise or that everyone may not be working for good.’”

Undaunted, Lawson headed in that direction and has since spent the past 17 years working in some form of government using her healthcare background to lobby, analyze, testify, advocate, advise, and help create health programs and policies for Idaho.

Her career began with the Saint Alphonsus Foundation, where she coordinated special events to support fundraising, marketing and community relations. She then moved into healthcare policy, advocacy and community benefit programs.

In 2004, she was recruited to Washington, D.C. as a health policy advisor to the U.S. Senate Special Committee on Aging where she worked directly with former Idaho Sen. Larry Craig.

“I was in D.C. for two years and I came back to Boise with

# Twyla Lehto

Senior vice president, corporate trust manager • Zions Bank • Boise

## Passion

*“Passion describes how excited I am about life, my family and personal goals, personally and in my career.”*

By Jeanne Huff  
Idaho Business Review

When Twyla Lehto was 6 years old, she spent her time “barefoot and running around” outside the family’s sheepherder’s trailer, where she lived, in Caldwell.

“I learned to fish at age 2,” Lehto says. “We’d go to the Caldwell ponds and go fishing.”

Fast-forward to today where Lehto, barefoot no more, blazes a different sort of trail at Zions Bank. As Zions Bank’s senior vice president and corporate trust manager, “I am currently responsible for the profitability, growth, strategic direction and operations of two Zions Bank Corporate Trust offices,” she says.

It makes Lehto proud when she reflects on her time at Zions. She says her biggest career accomplishment is “being trusted by Zions Bank to do good business on their behalf.” Under her leadership, “Our group has achieved an impressive 70 percent in revenue growth over the last year, and does business in 20 states in addition to Idaho.”

In addition, Lehto oversees the management of the Chicago Corporate Trust office. “I’ve had the privilege of serving many clients and local leaders as they have completed numerous city state, school and housing projects that have created infrastructure and jobs strengthening Idaho’s economy and the well-being of its citizens.”

As a mentor to women, Lehto is also proud of the strides she has made to empower them. When Lehto first started out in banking as a single mom, she was told that if she had to call in sick, she was never to mention if it was her child who was ill, instead of her.

“I swore if I ever became a leader, I would handle it differently.” Today, she says she is able to offer flexibility. “I want to inspire my employees to be the best at both their work and



family roles, and not feel conflicted or pressured when a child is sick or has a recital.

“It makes me proud,” she says.

Lehto has also made somewhat of a habit out of squelching her fears. She has a fear of heights, so walked across the 440-foot-high Sydney Harbour Bridge in Australia. She overcame a fear of water by taking swim lessons. And she conquered what many see as scarier than dying when she spoke publicly at a conference.

She looks to her mother for inspiration “My mother taught me the value of a strong work ethic, to be honest and to be kind .. and that, if you work hard, there is truly nothing you can’t accomplish,” she says. Her mother’s example “has guided me my entire life.”

Lehto is married to Gene Marchioro and has two grown sons. But her current “in-house family” is her two Boston Terriers. She enjoys traveling – she has been to Australia, Mexico, Canada, and twice to Italy, and she’s had an Australian pen-pal since she was in 3rd grade.

Something you may not know about her: her mother’s family is from Finland. “Lehto” is her maiden name and it means “green grove” in Finnish.



# Carol MacGregor

Manager •  
Raspberry Ranches LLC • Cascade

## Passion

*“(I have passion) – for what we believe, for sticking to our dreams, for caring for each other and the world we live in.”*

By Carissa Wolf

Special to Idaho Business Review

Carol MacGregor’s legacy lives in the land.

Her roots grow deep in Idaho’s mountains; across stretches of rangeland and on the ranch, she stewards for future generations.

Those roots go back to her childhood. She spent her toddler years in a logging camp in Adams County. Her mother sent away for kindergarten materials so MacGregor could learn at home, amid the forest. Her classroom didn’t have walls – the trees, land and water prepared her for her life’s work. It has unfolded in a series of chapters that have taken MacGregor from education to parenting to business to ranching; to conservation, volunteering, philanthropy and writing.

MacGregor started in business early. When she was just a teenager, she began breeding, training and selling Quarter Horses – her profits went to her college fund. She also learned early the ins and outs of buying and selling stocks, bonds and land. During the 1980s, she served as CEO for her father’s company, filling in for him during an illness. Through the years, MacGregor accumulated about 2,200 acres; during the summer, her ranch runs hundreds of cattle.

In addition to her business achievements, MacGregor notched equally impressive accomplishments across the board. In the 1990s, she helped start a scholarship for single parents at Boise State University, as well as the Lillian Vallely School for Native American children in Blackfoot. It’s because of MacGregor that historic statues dot the local landscape, such as “The Seated Lincoln” in Julia Davis Park and “Hospitality of the Nez Perce” in front of the Capitol.

She is a major contributor and/or volunteer for countless organizations, including The Cabin, The Idaho State Historical Museum, the Idaho Humane Society, Opera Idaho, Cascade Public Library, and Zoo Boise.

MacGregor also taught history, French, Spanish and English at the high school and university levels. She’s given



scores of school presentations throughout Idaho on the Lewis and Clark Expedition. She even authored two children’s books, plus a non-fiction book that delves into the local origin story – “Boise, Idaho, 1882-1910: Prosperity in Isolation.”

“Carol is a living Idaho treasure and a personified communication from the past to the future,” writes Darin DeAngeli, president of Ahrens DeAngeli Law Group, in a letter recommending her for this award.

MacGregor’s advice to other women includes these words: “Be yourself. You are the best. You are an actor, not a reactor. ... You contribute to your business, your family, your community, your friends, and the world. Love yourself. You are an original and you matter.”

MacGregor loves mentoring her son, three daughters and six grandchildren. “Most women my age, are retired. I’m not ever going to retire. I love living on the ranch. I love being on the land. I’m going to do it for as long as I can. I am renewed by nature.”

Nature continues to teach MacGregor those lesson she began learning as a young girl. Fleeting weather patterns, changing landscapes, and sometimes harsh elements teach MacGregor how to live, give and grow.

“It humbles you to realize you are not in control.”

Assistant United States attorney  
 • United States Attorney's  
 Office District of Idaho • Boise



**By Jeanne Huff**  
*Idaho Business Review*

Tara Malek was born “across the pond” in England. Her parents are from Iran.

“My parents decided to have me in England because the Iran/Iraq war was going on,” Malek says.

Her family immigrated to the United States when Malek was 3. And, although her father had studied at Oxford and her mom had a degree in English literature, in her home Iranian culture and language was the norm.

Malek remembers attending kindergarten. “I was at a Montessori school. One of my first memories is of sitting in a classroom not knowing what anyone was saying,” she says. “Growing up in an Iranian family in the United States, it was a bit of a clash of the cultures,” she says. “It was much different than my fellow students.”

When Malek was in middle school, the class participated in a mock trial. She says when she read about what an attorney does, that clinched it for her. “I thought – ‘wow, I could fight for somebody else.’ It was that advocacy, being able to speak for

## Passion

*“It is a drive for me. It’s hard to do anything in your life if you don’t have passion. What makes me passionate? That is the guiding principle I live by.”*

those who can’t speak for themselves. That stuck with me,” she says.

After she received her juris doctor at the University of Idaho, Malek at first looked at civil law. But when she moved over to working in prosecution, she found her place. She first worked as a prosecutor in the Kootenai County Prosecutor’s Office. She came on board in her current role as assistant United States attorney for the United States Attorney’s Office – District of Idaho in February 2017.

“My strong belief in pursuing justice lead me to a career in public service as a prosecutor,” she says. Malek is proud of her work – she has successfully prosecuted hundreds of cases since she graduated from law school, cases involving drugs, gangs and abuse.

“I am working toward making the community a safer place,” she says, “and it is really rewarding.”

Heather Storey Patricco, an assistant United States attorney for the District of Idaho, who currently serves as the Anti-Terrorism Advisory Coordinator and Immigration Coordinator, and who is a colleague of Malek’s, wrote a letter recommending her for this award. “Prosecuting dangerous drug dealers and gang members is not for the faint of heart,” she wrote, “it comes with some personal risk. Yet, Tara willingly accepts that risk helping to protect our community and state. ... She is a natural trial attorney and prosecutor and our office is lucky to have her.”

Malek is married to Idaho State Representative Luke Malek, whom she met in law school. His congressional district is in Coeur d’Alene, so “we travel a lot,” she says. She is a black belt and a world champion in karate. She loves to cook and says if she wasn’t a lawyer, she would open a restaurant.

“I am so thankful for all of the wonderful opportunities, mentorship and experiences that I have had in my life,” Malek says. “I feel strongly about paying that forward.”

# Elizabeth Montgomery

Elizabeth Montgomery • Executive director  
• Inland Northwest  
SIDS Foundation • Rathdrum

## Passion

*“Passion for change inspires me the most as it creates the path I take each day.”*

By **Carissa Wolf**

*Special to Idaho Business Review*



Photo By Artisan Portrait

Elizabeth Montgomery’s infant son, Mason, died when he was just months old.

Today, the memory of Mason and his life inform, guide and inspire Montgomery’s work.

In 2002, Montgomery was a young working parent. She had been teaching for two years when her life changed forever. Her 5-month-old son Mason died while sleeping on a couch under the supervision of a caregiver.

Back then, not much was known about safe infant sleep, other than recommending that the baby sleep on his or her back, Montgomery says.

“We didn’t have the ‘safe sleep’ message out,” Montgomery says.

Many caregivers didn’t know, parents didn’t know, and the public didn’t know about safe sleeping practices that could prevent sudden infant death and sudden unexpected death (SUID) in infants, Montgomery says.

Sudden Infant Death Syndrome (SIDS) and SUID remain highly preventable and among the top causes of death among infants. Idaho has some of the highest SIDS and SUID rates in the nation, Montgomery says. Montgomery and a lot of parents didn’t know this in 2002.

After she found out, Montgomery wanted every parent and caregiver to have this information and Montgomery wanted to put it in their hands.

Today, Montgomery educates thousands of parents and caregivers, pushing the message that safety practices can save babies lives. It’s a push that came through a journey of grief and attending a Spokane-area SIDS support group.

“It reminded us we were not alone. We need to share stories of our baby,” Montgomery says of the group that supported her and helped pull her through the early years of grief.

That support group eventually folded with funding cuts, leaving grieving parents without the support a community can give. The end of that group left a gap and highlighted other needs in the community, Montgomery says.

Montgomery stepped up to fill that gap. She knew the grieving parents not only needed support but she wanted to see the unbearable loss caused by SIDS and SUID prevented.

Montgomery joined other parents who lost children through SIDS and SUID to form the Inland Northwest SIDS Foundation. Montgomery launched the nonprofit organization with the same determination that got her through high school as a single teen mother. That determination put her at the top of her class at the University of Idaho where she graduated with honors in education and with her daughter, Holly, by her side. That same determination puts the information that could save babies’ lives into the hands of parents, physicians and caregivers.

The efforts have Montgomery traversing the state and visiting high school classrooms and physicians. The organization started small but today it works with hundreds of families and educates thousands of Idahoans to reduce the states’ SIDS and SUID rates.

Montgomery challenges misinformation and a lack of public awareness about SIDS every step of the way.

“It’s hard when the number one cause of death doesn’t get recognized,” she says. “The other challenges are all of the misinformation on the internet.”

She battles blogs that advocate co-sleeping between parents and children, and baby product manufacturers that sometimes put products on the market that create an unsafe sleeping environment for children.

“When I have doctors and parents look at me and say I had no idea these are the recommendations, it makes it all worth it,” Montgomery says.

# Jean Mutchie

Service line program manager • St. Luke's Health System • Boise

## Passion

*“I work with a lot of kids and I have passion for their potential, passion for the future of these leaders and passion to shape the future – and I’m passionate about that.”*



**By Jeanne Huff**  
*Idaho Business Review*

Jean Mutchie was born in Albany, New York, spent some years in rural Oregon and for the last 30 years has been in Idaho. She went to high school in McCall. One of nine kids, there were two things everybody in the family was good at, she says – athletics and singing.

“We were like the von Trapp family,” says Mutchie. “Everybody sang.” Her dad was a pastor, and they would often sing at church. “Now, we just sing in the car,” she says.

Mutchie says her parents taught her that with hard work and commitment there was nothing she couldn’t do. After she became a mother, those words came back to her. “I don’t think there’s a more incredible gift I’ve been given than being a mom,” she says. It inspired her and spurred her to reach for more education. “I knew that I needed to continue to learn,” she says. “I began an MBA program when my daughter was in kindergarten.”

Fast-forward to today. As the service line program manager at St. Luke’s Children’s System, Mutchie manages and oversees many functions of the children’s regional multi-disciplinary

health lifestyle program, including budget performance, evaluation indicators and metrics, provider relations, staff management and program outcomes.

“I have worked in the healthcare field for 15 years,” Mutchie says, “and love that my career and personal passions weave together to improve the lives of children and families in my community.”

Mutchie leads by example, she says, and hopes by doing so, she can help “create systemic and sustainable change. I believe it is imperative to speak up for those whose voice isn’t heard, stand up for those who are marginalized, and give hope to the hopeless.”

In a letter recommending her for this award, Claudia Weathermon Tester, owner of Jon Carson Productions and a civic volunteer, writes: “In my 30 years of professional life, I have not met a person more filled with the desire to improve the lives of others. Building a safety net to catch our most vulnerable citizens seems to find its way into everything Jean is a part of professionally and personally.”

Christine Bubb, program director for the Alzheimer’s Association, also writes in recommendation. “Jean Mutchie is a force of nature. Jean Mutchie changes lives. Jean Mutchie moves mountains.”

Everything she does is guided by what she set her mind on years ago. “I wanted to create a world where everybody would have an opportunity to do whatever they wanted to do,” she says. “Equity – it’s a big deal.”

In her crystal ball: “I see hope,” Mutchie says. “I believe we have the capacity to have a community where kids and families grow and thrive.

“I’m incredibly grateful to St. Luke’s. St. Luke’s really lives out its mission: ‘Improving the health of people in the communities we serve.’ It models leadership around health beyond our clinic walls.”

# Congratulations to *Chris Wilcox*

for being named one of Idaho Business Review's  
**2018 WOMEN OF THE YEAR**

Your passionate and powerful words inspire  
our team and your ideas and innovations  
raise the potential in all of us.

*"It is not in the stars to hold our  
destiny but in ourselves."  
– William Shakespeare*



THE HAWLEY TROXELL WAY

# BRILLIANT — AND — BOLD

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## Potential

*“Growing up, getting through school and sports, there were really special people around me who saw the diamond in the rough. They found the potential in me – and that is what I do now. I encourage others to reach their potential.”*

**By Jeanne Huff**  
*Idaho Business Review*



Susan Olson was the fifth child of five and the only girl in her family. “I came out of the womb with two fists up,” she says with a laugh. “I was running for my life.”

Born in Morgantown, West Virginia, Olson’s mother “picked us up and moved us West,” after Olson’s father died when she was 2. She says her mother “is the strongest person I know.” The family landed in Yoncalla, Oregon, a logging town of about 800.

Growing up, Olson played volleyball, basketball and fast-pitch softball. “I was the small, runty kid,” she says. She was known by her coaches as the girl with a good attitude who works hard. In high school, she was prom princess, student body president and salutatorian, but Olson brushes off these early indications of her role as leader. “There were only 40 people in my class.”

It wasn’t until she was in college that her path became defined. “First, I wanted to be a teacher. Then, I thought, an accountant.” She landed in human resources operations and received her MBA later, after coming on board at Hawley Troxell, where she has been for 15 years. On her application for this award, Olson lists under “position” – “various.” That’s likely because her position has morphed exponentially. Today, she is the top non-lawyer manager at the firm.

She lists her proudest professional accomplishments as receiving a certification in legal management and “having a seat at the table in 2017 as Hawley Troxell negotiated the acquisition of Moffatt Thomas.” But her biggest accomplishment is focused on the day-to-day. “Playing a part in the development of the colleagues around me as we work together ... to continue the

tradition of excellence in legal practice of the law firm I am so humbled to be a part of – is the highlight of my career.”

Support Services Supervisor Melissa Schafer says Olson has been more than a boss. “Susan’s constant mentorship has pushed me to reach goals I never thought possible,” she writes in a letter recommending Olson for this award. Hawley Troxell Managing Partner Nicholas G. Miller says it’s Olson who essentially runs the firm and makes his job easier. “I say this both with pride and glee,” he writes.

On a personal note, Olson says completing more than 10 half-marathons “pales in comparison to being a mom to my twin 13-year-old sons, Gregory and James.” For fun, she shoots trap and “chases my twins, whatever they’re up to.”

Olson says if it wasn’t for people around her who saw her potential, “I wouldn’t be here. My mentors have really elevated me and pushed me to reach my potential. It was only because they said: ‘Hey, she’s got something there. Let’s build on that.’”

Her advice to others: “Be your genuine self. If you try to be something you’re not, you can get in over your head. Be brave. If you think you can do it, try it.”

# Beth Oppenheimer

Executive director • Idaho Association for the Education of Young Children • Boise

## Passion

*“I have to have passion in every single thing that I do.”*



**By Stephanie Hansen**  
*Special to Idaho Business Review*

As Beth Oppenheimer neared graduation from the University of Montana, a professor asked if she'd be interested in pursuing development.

“I said, I have no idea what that is,” she says. But she agreed to give it a try, and her professor helped her get an internship in fundraising for Women’s Policy Research in Washington, DC, which led her along a path of nonprofit work focused on women and children’s issues.

After her internship, she landed a full-time role at Junior Achievement, where she partnered with low-income schools in the area and saw firsthand the issues that faced children in those communities.

“It really opened my eyes to so much need and so many missed opportunities for so many children in our country,” she says.

After moving back to Idaho, she worked in the university system for several years, directing summer programs at the University

of Idaho for a few years before moving to Boise where she worked as associate director of the student union building at Boise State University.

Today, as executive director for the Idaho Association for Young Children, one of her main goals is advocating for state-funded pre-kindergarten programs in Boise. While she says it’s an uphill climb, she’s proud of the way her organization has brought more awareness to the issue.

“The work is hard and you don’t always see the fruits of your labor, but I know that we are certainly making a difference in the lives of children and families, and that work will continue for years to come,” she says. Through her efforts, Oppenheimer helped improve child care licensing standards and created and led a healthy nutrition and physical activity program for child care providers. “This program (Let’s Move! Child Care) was such a success that the Center on Disease Control and the White House honored our organization for the efforts we are making in Idaho,” Oppenheimer says.

When she’s not working in the nonprofit world, she’s volunteering for other organizations she believes in, including Idaho Head Start Association and Treasure Valley YMCA. She was elected to the Boise School District Board of Trustees in 2016, and spends many of her hours outside of her office advocating for the city’s schools.

“I have to have passion in every single thing that I do,” she says.

Her dedication to service is contagious to her two daughters, who have dived into causes they believe in as well. Her oldest daughter, Madeline, made and sold earrings to donate over \$1,000 to the Humane Society, and Annabelle, her youngest, is hoping to do the same by homemaking the ever-popular slime and selling it.

“My biggest accomplishment is my family,” Oppenheimer says. “Being a role model to my kids and showing them that with hard work and passion, you really can make a difference for a lot of people is super important to me.”



# Diane Josephy Peavey

Director, Flat Top Sheep Company Ranch  
• Founder, Trailing of the Sheep Festival  
• Hailey

## Potential

*“I believe in the potential of people to understand each other and build bridges and work for things that offer possibilities. Potential in life, potential in stories, potential in everything we say and how we deal with it can change the world for the better.”*

By Patti Murphy

Special to Idaho Business Review

Diane Josephy Peavey first learned the power of storytelling as a young girl from her father. “My father was a writer, and in World War II he was a combat correspondent and he did amazing things,” she says. “I grew up with this man who had this expansive view of life and shared all of his stories and the things that had filled him up. He opened every possibility for all of his kids.”

Telling stories has woven itself into everything Peavey has done since. From her first job at Time Magazine in Washington D.C., to radio essayist on Idaho Public Radio, to her book, *Bitterbrush Country*, and her founding of the internationally-known Trailing of the Sheep Festival in Ketchum, Peavey believes that stories can change the world.

“Stories of our lives, our landscapes, and family histories are an important first step that can lead to dialogue and ultimately to solutions to conflict and misunderstandings,” says Peavey.

Along with her husband, John, she also is an active partner in her family’s ranching business, Flat Top Sheep Company, and a storyteller for the people who work the land.

“When I married John and moved to Idaho from D.C., I thought, great, now I’m moving to a ranch, what do you do on a ranch?” she says with a laugh. “I spent about five years trying to learn as much as I could. But one morning I woke up and said, forget it, you are never going to be cowgirl of the year, and you’re never going to rope, ride and castrate everything in sight. But you can write about the people who do.”

She began writing about the changing landscape of the



Photo By Becky Smith

American West, and for 18 years, she read those stories on Idaho Public Radio. “It was my way of speaking for the voiceless who had never told their story before,” she says.

In 1996 a community conflict over sheep moving over bike trails became the impetus for the Peaveys to create the Trailing of the Sheep Festival. “We invited the community to join us for coffee, walk with the sheep, and we shared stories of the Wood River Valley’s history,” Peavey says.

That outreach grew into the annual festival that features a sheep parade and a folk life fair. Ranchers, wool buyers, shearers and others share stories of their connection to the land and animals. It’s been named one of the top festivals in the world, says Peavey, and it has brought millions of dollars into the community. But more importantly, it keeps the stories alive.

“All through my life I’ve known people with amazing stories that haven’t been heard,” says Peavey. “I try to help them tell their stories or speak for them if they are voiceless.

“My personal goal is for everyone to have the opportunity to hear the stories of life around us so that no one can ever say, ‘we didn’t know.’”

# MaryAnna Huong Peavey

Loan program coordinator • Idaho Department of Environmental Quality • President • Junior League of Boise • Boise

## Potential

*“I am now dealing with so many women who have so much potential to be leaders in the community.”*



**By Jeanne Huff**  
*Idaho Business Review*

MaryAnna Huong Peavey has the distinction of being the only child in her family who was born in the United States; her siblings were born in Vietnam. Her father was an American engineer working on drinking water projects in Saigon when he met and married her mother. “Our family came here in 1973,” Peavey says, and they settled in Twin Falls.

Peavey’s parents divorced when she was still an infant. Her father moved away, but her mother – and Peavey and her siblings – stayed. “We were the first Vietnamese family there,” she says. The area soon became a hub for refugees, including many from Laos, Thailand and Cambodia, and Peavey’s mother opened a much-appreciated Asian grocery store.

“When I was 10 years old, I remember going on trips every other weekend to Salt Lake City to get Asian food supplies for the store,” Peavey says. In high school, Peavey played volleyball, was on the track team and a school cheerleader, but nights and weekends were spent at the family store – it is where Peavey’s lifelong devotion to helping others began.

Fast forward to today. In her day job, Peavey has the

responsibility of overseeing a grant and loan program that “supports the necessary maintenance and construction upgrades to public drinking water and wastewater systems statewide.” Her department’s mission is to protect human health and the quality of Idaho’s air, land and water, “and I know every day when I go to work, that I am doing exactly that,” she says.

But it’s her volunteer work that sparks Peavey’s passion. She has been involved with more than 30 organizations, including Idaho Foodbank, Ronald McDonald House, Women’s and Children’s Alliance, United Way, and as the current president of Junior League of Boise. “As long as I can remember, I have been volunteering in some form or another,” Peavey says. “Helping others is a way of life.”

She picks up trash, rakes leaves, stuffs backpacks and more. During her 12 years with Junior League of Boise, Peavey has worked with hundreds of foster children and helped raise more than \$150,000. She’s also helped build eight school gardens, giving more than 3,500 students access to a garden at school.

Peavey says her mother is her inspiration. “Definitely, for my work ethic, and her interactions with other people – it has helped shape me. She really wanted to help others, and with that store, to help refugees get a little taste of home. She made sure no one ever went hungry. She had a note pad and would give in-store credit. Everyone always came back and paid what they owed.

“I think about that often,” Peavey says. “It guides me in everything I do.”

Peavey married her childhood sweetheart and they have three children, Erik, 12, Maya, 10, and Mitchell, 4. For fun? Peavey laughs – “We’re geeks, full-on nerds,” she says. “I wouldn’t be surprised if there was a ‘Star Wars’ movie (playing in our house) 24/7.” They also play games – the role-playing kind, like Dungeons and Dragons. “If you saw me at Comic-Con, I wouldn’t be surprised,” she says.

“My family is my rock and the reason I strive to do my best every day and make a difference in the world,” she says.

# Kayla-Leah Rich

Regional director, Days For Girls International • Regional director, Days For Girls International • Meridian

## Potential

*“I see people every day having that moment where they see something different for themselves, when they unlock that potential.”*

By Elizabeth Kasper  
Special to Idaho Business Review

Kayla-Leah Rich is motivated to help others, particularly women.

“You know they’re amazing and when they start to get a glimpse of it, they go out and make a difference themselves,” she says. “That’s the good stuff.”

Though Rich is delighted with her current passions, her life is wildly off-course from her childhood expectations. Growing up in Nampa, she planned to become an attorney.

“That’s not at all the course I’ve taken,” Rich says, and adds with a laugh, “and I also didn’t anticipate that I would be at work talking about periods all day.”

Rich brings hope and education to women and girls on a global level. While on a volunteer medical trip to Haiti two years ago, Rich saw first-hand a dire need for feminine hygiene. She came home and founded the Nampa chapter of Days For Girls International. The group makes kits to send overseas that contain: a washcloth, a bar of soap, reusable flannel pads and two pairs of underwear – all are items hard to come by in poverty-stricken areas. Having the supplies, Rich says, allows women and girls to attend work or school during a menstrual phase when they might otherwise have to remain at home.

Days For Girls also focuses on educating women about their bodies.

“I realized that the education was just as important to them as the kit I was giving them,” Rich says. “They would thank us and say, ‘I didn’t know any of this about myself.’”

Rich’s team also works on the home front, hosting drives for feminine hygiene donations for local girls and women, in high schools and homeless shelters. She quotes the Days For



Girls motto, to help: “Every girl, everywhere, period.”

Rich juggles her day-to-day work with Women Ignite International. Her job there is to facilitate “masterminds,” who are focus groups of a dozen people. They combine their wisdom and experience to tackle a business opportunity or a personal obstacle to overcome. The groups run for three months and participants sit in weekly for three-hour sessions and brainstorm solutions to a topic. The groups typically include a range of people, from millennials to retirees, and Rich says the diverse backgrounds provide fascinating solutions.

“It’s like problem-solving, but with 12 people, it’s exponentially better,” she says.

Other feathers in Rich’s cap include authoring the book “Purple Crayon Confidence” and being selected to speak at the 2017 TEDxBoise event. She’ll feature at this year’s affair as well, this time as master of ceremonies.

Rich has been married for more than 20 years, and finds it ironic that her house, which she calls a “maxi-pad manufacturing plant,” is also home to her four sons, “who tolerate their mom very well!”

# Jan Rogers

CEO • Regional Economic Development – Eastern Idaho • Idaho Falls

## Passion

*“I’m passionate about moving things forward and helping people be successful. At the end of the day, if you’re not passionate about something, you’re not going to be successful. That’s all there is to it.”*

in capital investment. Some of the businesses included Chobani, Clif Bar and the Monsanto Wheat Technology Center.

Since 2015, Rogers has been in her current position as CEO for Regional Economic Development – Eastern Idaho, to set up their first regional economic development effort.

Along the way, Rogers has made a point “to pay it forward by mentoring colleagues, young professionals and college interns,” she says. In addition, she says volunteering has “always been a driving force in my professional career. For me, it has always been about helping the families and communities of those we serve.”

Rogers is also proud that she was invited to attend three White House Economic Development Forums in Washington, D.C. “To represent the state of Idaho at these events was a significant personal and professional honor,” she says.

Growing up, while her peers were listening to the Beatles and Elvis, Rogers was “completely mesmerized” by the opera. When she retires, she wants to take the Queen Mary from New York to London. “I made up my bucket list in 4th grade,” she says. She once swam with dolphins, and enjoys any “quiet time” she can get.

But these days are more about hustle and bustle, she says.

“Everything I’ve done has been tied around helping people be more successful,” she says. “Helping others is addictive.

“It still pumps me up to see what we can do.”



**By Jeanne Huff**  
*Idaho Business Review*

Jan Rogers grew up in Dallas, got into the advertising business, and at 19, “struck out to find my fame and fortune in New York City. I got (there) and my eyeballs exploded,” Rogers says. “I stayed there for about a year, but it was too big, too much.”

After that, Rogers hopscotched from Dallas to Twin Falls. She was an executive vice president for the Maxfield Group in Irving, Texas in the mid to late 90s, where, among other things, she opened offices in Hong Kong and Milan, Italy. In Twin Falls, she tackled the newspaper business, doing a stint as director of marketing at the *Times News*.

Then, she switched hats and got busy. Rogers was the regional executive director for the Southern Economic Development Organization in Twin Falls for 13 years. There, she was instrumental in recruiting more than 35 industrial and commercial businesses to the region, bringing more than 5,200 jobs and more than \$1.2 billion

# Lynn Schmidt

Author, leadership coach • Director •  
Global leadership development • Micron  
Technology Inc. • Boise

## Passion, Power & Potential

*“My belief is you need to pursue your passion, to unleash your power and fulfill your potential. I really do believe they all tie together that way.”*

**By Jeanne Huff**  
*Idaho Business Review*

Lynn Schmidt was born in Duluth, Minnesota and grew up in Quincy, Illinois, “right on the Mississippi River, next to Hannibal, Missouri – Mark Twain country,” Schmidt says.

Hold that thought. And fast-forward to today, where Schmidt is a famed author herself. With four books already under her belt – and another one on the way – Schmidt has established her credentials as a writer of bestsellers. To date, her book, “Shift Into Thrive: Six Strategies for Women to Unlock the Power of Resiliency,” has racked up a multitude of awards globally, including a 2016 Idaho Author Award, 2017 International Book Award, and named, also in 2017, by Inc. as “one of the top 60 business books written by women.”

Schmidt credits her mother as a living inspiration. Schmidt was just 11 when her father died. Her mother who, up to that point, had been a stay-at-home mom, dove in. “She was 51 years old and didn’t even know how to drive,” Schmidt says. “Watching her make that transformation has had a significant impact on me. My mother demonstrated resiliency and overcame multiple challenges to transform herself into an independent woman ... far beyond what she had ever imagined. She overcame her fears and became a role model for me and others.

“The story about my mother explains who I became,” she says.

Schmidt also has a day job at Micron as director of global leadership development. She landed there after solidifying her human resources leadership chops at a handful of companies from Nextel Communications in Washington, D.C., to Charter Communications in Denver, Countrywide Financial in Plano, Texas, Raytheon in Tucson, Arizona, and Group Health Cooperative in Seattle.

It was between stints – after Seattle and before Boise – when Schmidt took a sabbatical, flew off to Europe, and wrote her



award-winning book. “My brother volunteered to take my dogs, the dealership bought back my car, I got out of my lease, called the Salvation Army and said: take it all,” Schmidt says. “I left the country for a year with nothing but a suitcase.”

Schmidt finished her book while exploring France, Italy and Greece. Then, “I came back, got the job at Micron, and here I am,” she says.

Accomplishments at Micron include serving on the Micron Women’s Leadership Network Council, managing global leadership coaching, and leading the creation and implementation of Micron’s award-winning Leadership in Action programs.

Schmidt has two Shelties, brothers Bobo and Neeko, and she loves gelato. To get away from it all, she indulges in “forest bathing – getting away from the noise and spending time in nature.”

Everything Schmidt does, from writing to working and volunteering, comes from a singular resolve.

“My personal philosophy is about making a difference in the world, one woman at a time,” Schmidt says. “My goal is to help women overcome the challenges they face at work and in life by coaching and mentoring on how to build resiliency and achieve the career and life they truly want. My desire is to enable women to get uncomfortable and take some risks to become the women they were meant to be.”



Director of public relations • Idaho Central Credit Union • Chubbuck

## Passion

*“My passion for living a full and fulfilled life drives everything I do. Specifically, I love helping people by staying connected in the community and finding ways to make a difference.”*

“It is rare to find an individual with her attention to detail, strong leadership skills and love for her team and community,” writes Idaho Central Credit Union CEO and Executive Vice President Shelli Bardsley. “She takes an individualized approach to coaching her team and finds great joy in helping others succeed and achieve their highest potential.”

Smith serves on the board of directors for the United Way of Southeastern Idaho and the Idaho Non-Profit Center. There’s a long list of other organizations that have benefited from her time and skills.

“She’s a great advocate for rural Idaho,” writes Margaret Ganyo, CEO of the United Way of Southeastern Idaho. “I’m inspired by her positivity and the sense of joy she instills in her work.”

That positivity is something that comes natural – by design.

“I try to pursue life in a way that’s energetic and optimistic. That’s what drives me to do the things I do. I feel a need to be involved and supportive,” she says.

Because saying “yes” to everything just isn’t possible, Smith says sometimes there are tough choices to make when it comes to personal philanthropy.

“I try to choose organizations to be a part of that I have been touched by closely,” she says. “For the United Way and Idaho Non-Profit Center, these are organizations that can make a big impact and are far-reaching and collaborative. I aim to connect the dots in Idaho communities.”

In addition to her work and charity efforts, Smith finds time for her family and personal challenges. This year, those include a Spartan race in Payette, the Race to Robie Creek and the Pocatello Marathon.

“I try to live my life to the fullest and I encourage my two little boys to do that, too,” Smith says. “I want them to be able to say ‘yes’ and not be afraid to try new things.”

**By Nick Jezierny**

*Special to Idaho Business Review*

Laura Smith’s life philosophy has served her – and her community – well.

The public relations manager at Idaho Central Credit Union in Chubbuck is a positive thinker who also is a doer, even when it can be scary.

“I say ‘yes’ to a lot of things that are outside of my comfort zone,” Smith says. “I seize whatever opportunities come along. I try to be open to trying new things.”

One of those “new things” moments would be agreeing to participate in a local Dancing with the Stars competition that benefitted the American Cancer Society. Smith had zero training as a dancer, but she and her partner took first place.

“I had the opportunity to do this for a great cause,” Smith says. “I really enjoyed it and was less nervous to perform my dance than I was when I performed as a singer, and I’ve been singing my whole life.”

Professionally, Smith has moved from an entry level position to management in a relatively short time. Throughout that process, she’s been a mentor to coworkers and active in the community.



# We all strive for that moment of perfect balance.

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Congratulations Tracey Stone for being named “Women of the Year 2018” by the *Idaho Business Review*.



**Tracey Stone**  
Agency Recruiting Director  
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# 2018 Women of the Year Honoree

Congratulations Laura!  
The Green Team is proud of you!

**Laura Smith**  
Director of Public Relations



# Tracey Stone

Director of recruitment, marketing and public relations • MassMutual Idaho • Eagle

## Passion

*“It’s an attitude you can have. If you can show passion for your community and the causes you help with, people will see it and want to join in.”*

that life really is too short.”

As her son recovered and since that time, Stone says she’s embraced an “I get to” versus an “I have to” perspective on life. As she says, she doesn’t have to get up in the morning and go to work and take care of her family - she gets to.

Outside the office, Stone’s passion for giving back and making a difference spills over into a laundry list of volunteer work. One special beneficiary is the Saint Alphonsus Foundation, where Stone is on an executive committee and directs the Festival of Trees fashion show every year.

“After all,” Stone says, “my son is alive today because of the prompt and concerned care from the trauma center and ICU at Saint Alphonsus Hospital.”

Stone is also the current president of both Buy Idaho and the Treasure Valley chapter of the National Association of Insurance and Financial Advisors. She is a member of the Boise Metro Chamber of Commerce and the “My Team” Professional Leads Group. In addition, Stone also has enjoyed mentoring job seekers at local universities, raising funds for the Bronco Athletic Association and directing the Miss USA pageant system in Idaho.

In addition to her now-grown son who lives in Boise, Stone has two daughters. One, she says, was a Vandal and the other a Bronco, and they were cheerleaders at the same time. Stone says she deliberately chose to wear white to all the games.

A native of Seattle, Stone says she now loves calling Idaho her home and appreciates what a giving community the state can be. It reminds her of a saying from Audrey Hepburn.

“As you grow older, you will discover that you have two hands: one for helping yourself, and the other for helping others,” Stone quotes. “I love to be involved and I love to make a difference.”



**By Elizabeth Kasper**  
*Special to Idaho Business Review*

Choosing a word from this year’s theme to describe herself has been a cinch for Tracey Stone.

“That’s easy. Passion,” she says immediately.

And it’s clear why. In her day-to-day recruiting and marketing work with MassMutual Idaho, a Fortune 500 insurance company, Stone shares her genuine belief in the company with potential team players and clients.

“I work in this field because every day, I see the difference we make in our clients’ lives,” she says. “I can sell who we are because I believe in it.”

However, the real source of her passion can be traced back to her family. In particular, she weathered a life-changing experience several years ago when her son had to be life-flighted from Bogus Basin following a severe snowboarding accident. While he was comatose in the ICU, Stone wasn’t sure he would ever wake up.

“Life changes in an instant,” she says. “It made me see

# Gloria Totoricagüena

President and owner • Idaho Policy and Consulting LLC • Boise

## Potential

*“It’s so much more exciting to be alive when you’re constantly thinking about potential. It’s your imagination of what might be and what can be.”*

**By Stephanie Hansen**  
*Special to Idaho Business Review*

For Gloria Totoricagüena, potential has always spoken to her. “It’s so much more exciting to be alive when you’re constantly thinking about potential,” she says. “It’s your imagination of what might be and what can be.”

Raised by parents who fled a dictatorship in Basque country to move to Boise, Totoricagüena is passionate about democracy and politics. She studied and taught political science as a high school teacher and university professor for 20 years, where she got to encourage her students to reach their own potential.

While studying at Boise State University, a professor asked her what her ultimate goal would be, and she told him she wanted to earn her Ph.D. at the London School of Economics. That professor, seeing the potential in her, said they’d do what it took to get her there. It worked.

Totoricagüena says her time in London opened her mind to all of the different types of people there are in the world.

“That really rocketed me into a totally different understanding of the importance of the human relationship,” she says.

She received that doctoral degree and became a professor at the University of Nevada in Reno. She taught there for several years until Stanford University offered her a visiting professorship. She was in heaven, spending her days teaching about Basque culture at a high-ranking university, but when her father had a stroke, she knew she needed to come back to Boise. He lived for three more years, and Totoricagüena says she wouldn’t trade that time for anything.

And, after 20 years of teaching about politics, she decided it was time to get involved herself. She started her company, Idaho Policy & Consulting, using her expertise at research



and writing to offer her services to corporate and public clients. While she works on a myriad of different projects, from publishing books, to international speaking engagements, to assisting with the Smithsonian Folklife Festival, Totoricagüena says one of her proudest achievements so far is her work in implementing the first-ever trade missions between Idaho and the Basque country.

Her Basque heritage defines much of who she is, from her outlook on the world to her professional interests. She notes that the Basque language focuses on plural pronouns: “we,” “us,” and “our,” rather than “I,” “me,” and “my.”

“That lends a real world view to everything I’ve ever done,” she says. “You have to be in tune with the other humans who are a part of whatever project you’re working on.”

Today, despite no longer being a teacher by profession, she can’t escape the call to help the next generation. As a mentor to political science students at Boise State University, her goal is to teach them the humility and professionalism it takes to be successful.

“I want to make sure that I open the door for as many people as I can, because so many people have opened their doors to me,” she says.



# Leslie J. Webb

Vice president for student affairs  
and enrollment management •  
Boise State University • Board chair,  
Make-A-Wish Idaho • Boise

## Power

*“I don’t like to lead out in front of people; I like to lead with them.”*

undergraduate at Central Washington University, she planned on launching a career in classical and musical theater. But throughout her schooling, Webb had worked in a number of on-campus jobs and internships. By her senior year, she discovered the field of student affairs and development, and that, as they say, was that.

“The thing that keeps me connected is that learning institutions are always changing, and it keeps you on your toes,” Webb says. “We are really in a revolutionary time on campuses and I find myself invigorated with the learning and teaching.”

It also doesn’t hurt that she loves learning in general. Even armed with two post-graduate degrees, Webb is still hungry for education and says she’s “regularly on a pathway of personal evolution.” Mentoring others, particularly women, on their own educational journeys is also a big priority, she says.

Webb’s other passion project is her work with Make-A-Wish Idaho, where she became board chair in 2017. Webb says working with Make-A-Wish on a local level is deeply satisfying.

“It’s so rewarding to see the direct impact,” she says. “Anyone can get involved from the 20,000-foot level to the six-inch level, but it all makes a difference to kids and their families.”

Webb enjoys watching her two teenage boys compete in various sports, but when it comes to her own activities, she’s anything but a spectator: “I’m in the wilderness,” she says. Webb regularly hits the foothills for trail running and is also training for a century road ride, a 100-mile women-only road bike race in Pocatello.

Though she grew up in Washington and only planned to stay in Idaho for a handful of years, Webb says she now has no intention of going anywhere else.

“Idaho is more ‘home’ to me than anyplace has ever been.”



**By Elizabeth Kasper**  
*Special to Idaho Business Review*

Leslie Webb is hesitant to say that “power” is the word that speaks to her, but when she explains why, it reveals much about her personal philosophy.

“We often have more power when we give it away, because it allows us to serve in a different way,” she says.

As an example, Webb says she pictures a typical business organization chart as a triangle with the person in power at the apex and everyone else filtering down to the bottom. As a leader in her 9-to-5 job – she’s the vice president for student affairs and enrollment management at Boise State University – she upends the triangle and puts herself at the bottom. That way, she says, she thinks of herself not as the glorious figurehead but as the backbone of her organization, the one who needs to support everyone else.

“It’s about giving power to the folks who really need a little support to step forward and lead from the middle,” she explains. “I view my spot as being underneath to make sure they can do their best work.”

Webb came to academia in a roundabout way. As an

Vice president, communications, public affairs & education • Albertsons Companies • Boise

## Potential

*“The thing I like about potential – to me, it means open horizons, the sky’s the limit ... probably every cliché you can think of. Everybody’s got the potential to take their life, their dreams, to be whatever they want.”*

**By Jeanne Huff**  
*Idaho Business Review*

Christine Wilcox played center on her basketball team and was a sportswriter for the Idaho Falls High School’s newspaper, *The Tiger Times*. She thought for sure she was going to be an English teacher. But after “a tough student teaching experience,” she graduated from college and “had no idea what I was going to do.” She got a “for now” job as a technical writer that paved the way for her career path.

It turned out that “writing got me back into teaching,” she says, pointing to her position today as vice president of communications, public affairs and education at Albertsons Companies. There, she leads the charge for the company’s education and communications.

Some of the professional accomplishments of which she is most proud include creating internet sites for 11 divisions, 1,500 stores and 150,000 employees; leading the employee engagement following the merger of Albertsons and Safeway; and single-handedly leading the transition of Albertsons LLC’s communications function from two divisions and less than 200 stores to 13 divisions with 2,300+ stores.

“Over the past 20+ years, I have cobbled together a career in corporate communications, training and education, and community outreach, due in large part to my ability to cut through the technical and complicated issues, events and news that businesses need to convey to present simple, objective-driven messages to the audiences they want to reach,” Wilcox says.



In addition, Wilcox has been active as a volunteer for a number of civic and nonprofit organizations – the Idaho Humane Society, the Women’s and Children’s Alliance, Idaho Shakespeare Festival and the Albertsons Companies Foundation, to name a few.

Also a published author – she wrote an essay about her grandfather’s funeral that was published in the book “Angel Bumps: Hello from Heaven – Wilcox hopes to continue in that direction as a short story writer and novelist. “I have ideas percolating,” she says. “Part two of my career might be writing fiction.”

Wilcox enjoys spending time with her two golden retrievers, sisters Ava and Lulu, and says she is big into genealogy. “I’ve had a couple of family mysteries to resolve,” she says. Through her sleuthing, she’s uncovered a couple of interesting family ties. “I’m related to John Dillinger on my dad’s side and Brigham Young on my mom’s side,” she says.

# Crystal Wilson

Vice president, health  
and wellness • Dairy West • Meridian

## Potential

*“Potential is a positive word and full of power. When I think about my story, people saw potential in me. When I think about today and the future, I want to see the potential in others and help them along the way.”*

continued her education earning a handful of certifications to enhance her knowledge. “These certifications help me learn more about my field, stay abreast of current practices and research and help me empower others to thrive,” Wilson says.

Wilson’s career trajectory includes food and nutrition services positions in the Boise School District, and the roles of teacher and volleyball and tennis coach for Lowell Scott Middle School.

As vice president of health and wellness at Dairy West, Wilson leads the health and wellness team, develops and integrates culture strategy throughout the organization, and executes the global vision across the dairy industry, among other responsibilities.

Wilson has also served in leadership roles for the Idaho Academy of Nutrition and Dietetics and the University of Idaho College of Agriculture and Life Sciences. In addition, she has also been an active volunteer in a number of other civic and nonprofit organizations. “If I can make a difference in at least one person’s life, I feel like I am honoring them and giving back,” she says.

Wilson proffers this advice: “Be open and present. Every person that you meet, be open and connect with them. Everyone has value. That’s what life’s all about.”

She and her husband, Chance, have been married for 20 years – “I did take this Chance when we got married,” she says with a smile. They have three children, Paige, 16; Cooper, 13 and Parker, 10. “It has been a journey and I learn something from each of them every day,” Wilson says. “They are my loves, cheerleaders and biggest fans.”



**By Jeanne Huff**  
*Idaho Business Review*

As a kid growing up on a farm in Jerome, Crystal Wilson lived the epitome of a healthy, wholesome life. She has many memories of horseback riding – “once when the saddle was not tight enough, I began rotating around” – bucking hay bales, feeding calves and “watering the fields through irrigation, moving pipe sometimes three times a day,” she says.

But it was when she took Dr. Laurel Branan’s nutrition class “for fun” at the University of Idaho that her life’s direction became clear. “Her energy and passion, that planted a seed,” she says. It kind of changed the course for me. She saw the potential in me. And here I am, 20 years later, in that very field.”

Wilson went on to receive her bachelor’s, master’s and education specialist degrees, all while juggling a full-time job and raising three young children. In addition, she has

CONGRATULATIONS

2018

# WOMEN OF THE YEAR!

We are proud to recognize these outstanding women who support and contribute to Boise State University

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vice president for  
Student Affairs  
and Enrollment  
Management



**LORAIN HAND**  
executive assistant  
to the dean and  
associate deans  
in the College  
of Business and  
Economics

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education, '70

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science, '93

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GUERRI**  
BS, sociology, '11

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BS, psychology, '06;  
MPA, '11

**ANGELA  
HEMINGWAY**  
BS, biology, '99; MS  
biology, '02; EdD,  
curriculum and  
instruction, '17

**TONI LAWSON**  
BA, anthropology,  
'99

**CAROL  
MACGREGOR**  
MA, history, '91

**SUSAN OLSON**  
MBA, '01

**GLORIA  
TOTORICAGÜENA**  
BA, political science,  
'86; MA, curriculum,  
instruction and  
foundational  
studies, '89



BOISE STATE UNIVERSITY

# Past Honorees

## 2017

Kristin Armstrong Savola  
Laurie Bell  
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Dyan Bevins  
Carlyn Blake  
Nicole A. Bradshaw  
Megan Bryant  
Christy Calhoun  
Janet Callahan  
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Debbie Critchfield  
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Julie DeLorenzo  
Finia Dinh  
Debbie Donovan  
Jacquie Elcox  
Karianne Fallow  
Jackie Flowers  
Meg Glasgow  
Farhana Hibbert  
Tracy Hitchcock  
Casey Holcomb  
Wendy Horman  
Danielle Horras  
Ann O. Hubbert  
Terri Hughes  
Billie Johnson  
Erica M. Kallin  
Danae Klimes  
Debbie Kling  
Amy Lientz  
Cathy Light  
Amy Little  
Sue Linja  
Kelly McMurry  
Rhea Morrison  
Kimberly Ouwehand  
Lori Otter  
Sue Paul  
Amy Pence-Brown  
Mary C. Reiman  
Catherine Riddle  
Megan Ronk  
Sophie Sestero  
Susan E. Shadle  
Caile E. Spear  
Denise L. Stephens  
Rhonda VanOrder  
Cindi Wilde  
Cynthia Yee-Wallace

## 2016

Karen Appelgren  
Renee Avram  
Nora J. Carpenter  
Erin Cave  
Karen Echeverria  
Colleen Asumendi  
Fillmore

Charlotte G. Borst  
Catherine Chertudi  
Winnie Christensen  
Julie M. Fogerson  
Ashley Ford-Squyres  
Janice E. Fulkerson  
Brandie Garlitz  
Erin Guerricabeitia  
Johanna (Joey) C. L. Hale  
Carolyn Holly  
Beth Ineck  
Sarah (Xiaoye) Jin  
Katherine Johnson  
Autumn Kersey  
Dana Boothe Kirkham  
Diana Lachiondo  
Marcia T. Liebich  
Brooke Linville  
Barbara Zanzig Lock  
Corinne (Cori) Mantle-  
Bromley  
Deneen May  
Molly Mettler  
Amy J. Moll  
Terri Muse  
Nancy K. Napier  
Mary (M.C.) Niland  
Rebecca L. Noah Casper  
Patricia M. Olsson  
Julia Rundberg  
SeAnne Safaii-Waite  
Carole Skinner  
Stacie States  
Shannon Stoeger  
Ann Swanson  
Olga Tijerina-Menchaca  
Gloria Totoricaguena  
Jill Shelton Wagers  
Shawna Walz  
Amanda Watson  
Carrie Westergard  
Jennifer Wheeler  
Cheryl A. Wright  
Mary York  
America Yorita-Carrion

## 2015

Laura Alvarez Schrag  
Baxter Q. Andrews  
Mary L. Andrews  
Liyah Babayan  
Katy Bergholm  
Shelby Bills  
Abby Black  
Nikeela R. Black  
Kelli Bolicek  
Krista Aida Bustamante  
Carolyn Casey  
Jennifer Claassen  
Rosie Dice

Chelsea Doty  
Laugh Early  
Damaris G. Fisher  
Christine Frei  
Janice E. Fulkerson  
Cece Gassner  
Zelda Geyer-Sylvia  
Anne G. Glass  
Marla Brattain Hansen  
Kerrie Hurd  
Vicky Jekich  
Michelle Kresge  
Laurie La Follette  
Natalie Lemas Hernandez  
Elizabeth Lizberg  
Lauren McLean  
Georgia Meacham  
Judy Centa Meyer  
Sarah Michael  
Kim O'Neill  
Brenda Pettinger  
Teresa Poppen  
Danielle Quade  
Heidi Reeder  
Megan Ronk  
Ilana Rubel  
Priscilla Salant  
Diane Schooley-Pettis  
Wendy Shoemaker  
Nicole Snyder  
Tamara Thompson  
Karan E. Tucker  
Jodi Lynn Vanderpool  
Shawna Walz  
Loredana Werth  
Erin J. Wynne  
Alicia Young  
Toni L. Nielsen

## 2014

Elaine Ambrose  
Trudy J. Anderson  
La Dawn M. Anderst  
Nancy L. Bodie  
Tracy Bresina  
Nancy Buffington  
Michelle Choate  
Jennifer Claassen  
Pamela Clark  
Stephanie Clarkson  
Moya Dolsby  
Denise J. Dunlap  
Michelle Edmonds  
Debra K. Etcheson-Frisby  
Gynii A. Gilliam  
Brooke J. Green  
Cally Grindstaff  
D. Michelle Gustavson  
Tara Hamilton  
Julie Hart  
Beverly Haugen

Heather Hill  
Christy Hovey  
Jennifer Johnson  
Merri Johnson  
Erica M. Kallin  
Emily Kane  
Phyllis J. Keith  
Lisa Kinnaman  
Kathy L. Martin  
Diane K. Minnich  
Caroline Moore  
Amber Murray  
Lauren Necochea  
Callie Zamzow Novak  
Mary Olson  
Beth Oppenheimer  
Maureen A. O'Toole  
Lorrie Louise Panzeri  
Jodi Peterson  
Heather Quisel  
Antonina Robles-  
Manzanarez  
Tara Varga Russell  
Sheila Schwager  
Lori Shandro  
Alicia Vanderschuerer  
Alice Mondragon  
Whitney  
Chantayn Winner  
Krissa Wrigley

## 2013

Karleen Andresen  
Karen Ballard  
Denise Bender  
Amy Benson  
Stephanie Camarillo  
Wendy Gerwick Couture  
Angela Curtis  
Keely E. Duke  
Kate Eldridge  
Karianne Fallow  
Shari Fernandez  
Kit Fitzgerald  
Marcy Flansburg  
Wendy Fox  
Honey Goodman  
Christine L. Hayward  
Natasha Hazlett  
LeAnn M. Hume  
Evelyn S. Johnson  
Jana Jones  
Cyndi Friend Kay  
Trisha Stevens Lamb  
Julie Larson  
Angela Lindig  
Cathy McDougall  
Jennifer McEntee  
Diane Davis Myklegard  
Elizabeth (Betti) Newburn

Lisa Nordstrom  
Tracy Olsen  
Stacy Pearson  
Amy Pence-Brown  
Kimberly Pettit  
Jennifer L. Reynolds  
Susan Rowe  
Christine M. Salmi  
Amanda Keating Schaus  
Karyn Scott  
Marcia Smart  
Cindy Smith-Putnam  
Sheila Spangler  
Larinda Spencer  
Teri Thaumert  
Beth Oppenheimer  
Kendra A. Waitley  
Eloisa S. Walker, M.D.  
Emily Walton  
Rachel Winer  
Mandy Wood  
Holli Woodings

## 2012

Katherine G. Aiken  
Lucia Asumendi-  
Mereness  
Sharon Bantrup  
Janine Bastian  
Patricia Canto  
Adrean Casper  
Maurine Collins  
Jenalee Crawford  
Stacie Curry  
Lynnette M. Davis  
JamieLou Delavan  
Beth Elroy  
Marissa Emmons  
Jamie Gaythwaite  
Kimberly Graime  
Sylvia Hampel  
Brandi Hodnett  
Pamela Houston-Powell  
Britt E. Ide  
Rachel Johnsen  
Laurie A. Kaufman  
Paula Kellerer  
Anne C. Kunkel  
Diane T. Kushlan  
Julie Larson  
Melissa R. Lavitt  
Cathy Light  
Laura K. Lineberry  
Sue Macartney  
Lauren McLean  
Sylvia Medina  
Maria Patrick  
Terri R. Pickens  
Michelle Points  
Christine Rood

# Past Honorees cont.

Kimberly Evans Ross  
Heather P. Sabala  
Jennifer M. Schindele  
Terri A. Schorzman  
Katie Sewell  
Deanna Smith  
Jennifer Stevens  
Vonna Torrey  
Lisa Thorne  
Allison J. L. Touchstone  
Karen L. Vauk  
Heather Wheeler  
Anne B. Wilde  
Linda Yanke  
Maryanna Young

## 2011

Michelle Alden  
Tresa E. Ball  
Kristina Bowins  
A. Patrice Burgess  
Sandra Cavanaugh  
Cindy Clark  
Kathryn Dabell  
Mary DeWalt  
Elina DiCostanzo  
Joan Marie Endicott  
Adrienne Evans  
Colleen Asumendi  
Fillmore  
Neva Geisler  
Julie Geller  
Margie Gonzalez  
Kate Haas  
Elfreda Higgins  
Jacquelyn Rochelle  
Hopper  
Amy Howe  
Valerie James  
Janelle Johnson  
CL Jones  
Cheryl L. Jorcyk  
Teresa Jorgensen  
Dori Madsen  
Gail May  
Mara McMillen  
Michelle Michaud  
Aspen L. Morrow  
Kathy Moyer  
Lorena Murdock  
Genesis Nelson  
Toni Nielsen  
Kelsey Jae Nunez  
Julie Pipal  
Hannah Read  
Annie Redding  
Kathryn Roth  
Melanie Rubocki  
Janeen Sanchez  
Maria Santa Cruz-Cernik

Marty Siebertz  
Christy Stansell  
Sabrina Swope  
Heidi Thompson  
Amanda Turner  
Mary Wells  
Debbie Williams  
Mindy Willman  
Kimberly Woodings

## 2010

Lisa Ikeda Bain  
Brooke Baldwin  
Diane Bawcom  
Alisa Bondurant  
Susie Boring-Headlee  
Joyce Brewer  
Hollis Brookover  
Janie Burns  
Tammy de Weerd  
Jennifer Deroin  
Dr. Peggy Doucette  
Debi Drake  
Megan Egbert  
Patti Everill  
Stacy Freeburn Falkner  
Janet Gallimore  
Becky Gates  
Beth Geagan  
Theresa Grant  
Margaret Henbest  
Shiloh Holmes  
Carol Jenkins  
Donna Jones  
Tracy Kasper  
Mandy Kayler  
Nancy Wonderlich  
Koonce  
Kari Korell  
Dr. Camille LaCroix  
Elaine Ladd  
Molly Lentz  
Kim Lewis  
Jean Lockhart  
Rebecca Lovelace  
Cynthia Melillo  
Connie Miller  
Jennifer Poole  
Shellie Rambo Roberson  
Jima Rice  
Betty Hansen Richardson  
Lisa Rodriguez  
Michelle Ross  
Erica Sarrazolla  
Kristi Saucerman  
Shawn Shepherd  
Toni Smith  
Andrea Tuning  
Luci Willits  
Robin Woods

Irene Woodworth  
Aimee Wyatt

## 2009

Laurie Appel  
Pamela Baldwin  
Jan Bennetts  
Sherry Bithell  
Karena Boesel  
Anna Borchers Canning  
Addie Waxman Chan  
Rachael Daigle  
Candy Dale  
Penny Dennis  
Peg Dougherty  
Hilarie Engle  
Melanie Fales  
Tami Fisher  
Liz Fitzgerald  
Ashley Ford  
Trudy Hanson Fouser  
Lynda Friesz-Martin  
Sonia Galaviz  
Raquel Guglielmetti  
Valerie Hadley  
Tracy Hall  
Carol Hepworth  
Michelle Hicks  
Rachel Hurn  
Wendy Jaquet  
Julie Johnson  
Lori Jones  
RaNae Jones  
Bessie Katsilometes  
Kate Kelly  
Holly Sue Kerns  
Shelby Kerns  
Lonni Leavitt-Barker  
Kelly Greene McConnell  
Cheryl McNeil  
Karen North  
Molly O'Leary  
Wendy Olson  
Debra Riede  
Kelly Ryan Rush  
Lisa Scales  
Kail Seibert  
LeAnn Simmons  
Paula Smyly  
Dene Kay Thomas  
Erin Tippets  
Shawna Van Beek  
Susan Williamson  
Rachel Winer

## 2008

Rouchelle Abrahamson  
Judy Aitken  
Candice Allphin  
Susannah Arnim

Nancy Bergmann  
Laurie Bower  
Karen Bubb  
Elaine Carpenter  
Nancy Caspersen  
Jane Cliff  
Lanie Compton  
Patty Coulter  
Kris Cronin  
Megan Crouch  
Lyn Darrington  
Deborah Ferguson  
Lori Fisher  
Jessica Flynn  
Nicole Hancock  
Tammy Hanks  
Katherine Hansen  
Alisha Havens  
Kit Herndon  
Amy Herzfeld  
Theresia Kituku  
Paula Landholm Kluksdal  
Becky Logue  
Laurel MacKinnon  
Jennifer Matoske  
Pam McBride  
Lisa McClain  
Theresa McLeod  
Sondra McMIndes  
Natalie Camacho  
Mendoza  
Karen Meyer  
Kelly Miller  
Deborah Nelson  
Lorene Oates  
Teri Ottens  
Mary Pridmore  
Amanda Rimbey  
Ruth Romero  
Cathy Silak  
Lisa Steele  
Joan Stephens  
Lynn Viner  
Deanna Watson  
Denise Wingett  
Sarah Woodley  
Stephanie Worrell

## 2007

Rhea Allen  
Barbara Bowman  
Georgia Bowman-Gunstream  
Kara Craig  
Jeannette Duwe  
Sally Freeman  
Suzie Hall  
Syrena Case Hargrove  
Teresa Hatter  
Jana Kemp  
Nicole LeFavour

Debbie Martin  
Maggie O'Mara  
Meg Omel  
Kim Peel  
Lauren Maiers Reynoldson  
Kathleen Simko  
Linda Payne Smith  
Tracy Sprague  
Amy Stahl  
Heather Stocker  
Trudy Sullivan  
Karen Warner  
Stephanie Westermeier  
Shanna Wroten-Tucker

## 2006

Pam Ahrens  
Rebecca Arnold  
Mary K. Aucutt  
Teresa Baker  
Michele Bartlett  
Jill Beck  
Suzi Boyle  
Tamara Brandstetter  
Michelle Cameron  
Meg Carlson  
Nora Carpenter  
Joan Cloonan  
Sandra Dalton  
Lisa DeDapper  
Rebecca Evans  
Tracy Haworth  
Andrea Jackson  
Janice Johnson  
Deb Kristensen  
Karen Lansing  
Cheryl Larabee  
Deborah Marlor  
Sylvia Medina  
Nora Mickelson  
Debra Purdy  
Anne Pasley-Stuart  
Gena Russell  
Sydney Sallabanks  
Karen Sander  
Beth Schafer  
Kathy Sewell  
Linda Copple Trout  
Jodi Vanderpool  
Vicki White  
Jane Wittmeyer



# 2018 IDAHO BUSINESS REVIEW Women of the year

## MEET and GREET

Once again, the Idaho Business Review held a successful Meet & Greet at the Backstage Bistro Village Cinema. It was a full house – nearly all of this year’s honorees and many from previous years – took advantage of the exclusive networking opportunity to mix and mingle. Sponsored by the Backstage Bistro Village Cinema, Spa 35 and Key Bank, it was a don’t miss event for all who attended.

In addition to trading business cards, the women were able to compare management styles, talk about the value of mentors and just plain have fun.

The Idaho Business Review would like to say “a special thank-you” to the Backstage Bistro Village Cinema, Spa35 and KeyBank and to all of the Women of the Year who attended, from this year and years’ past.



### *Reception Sponsors*



# WHAT MOOD ARE YOU IN?



## HAPPY HOUR

DAILY 4-6 and 8:30 - close

## LUNCH

Tues., Friday & Sat. at 11:00

## DINNER

every day at 4



# spa<sup>35</sup>

Congratulations  
to the 2018  
Women of the Year

**Celebrating 11 Years of Beauty**

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