



MONTANA  

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EQUAL PAY  

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SUMMIT

2016

**MONDAY & TUESDAY**  
**MAY 2 - 3, 2016**

Montana State University | Bozeman, Montana



## **Equal Pay Day Tuesday, April 12, 2016**

This date marks how far into this year women must work to earn what men earned last year, based on the average national wage gap. At 39<sup>th</sup> place for pay equity, Montana women must work until May to catch up with their male counterparts.

**EQUAL PAY FOR EQUAL WORK.**

**#mtequalpay**



*Governor Bullock signs Rep. Jenny Eck's SB 306 into law, securing unemployment benefits for victims of domestic violence, sexual assault, or stalking.*

# WELCOME

## TO THE 2016 EQUAL PAY SUMMIT!

Welcome to the third Annual Equal Pay Summit. In 2013, I created the Equal Pay for Equal Work Task Force. The goal of our work is to identify the causes of the gender pay gap in Montana and mobilize solutions. I'm proud to report that the Task Force has accomplished a lot in just under three years.

The Task Force has played a pivotal role in launching wage negotiation trainings for women across the state, with plans to bring wage negotiation trainings to all Montana college campuses. The Task Force has been an active voice in the Legislature, working with Rep. Jenny Eck in 2015 to successfully pass a bill that provides unemployment insurance benefits for victims of domestic violence, sexual assault, and stalking. In addition to statewide policy and training efforts, my administration has worked closely with the Task Force to implement meaningful initiatives in the public sector. We conducted a top-to-bottom pay audit and amended state contract language to protect state and contract employees against discrimination based on pregnancy, childbirth and related medical conditions. Our management teams have also engaged in focused education outreach and training on topics like mentoring and encouraging women in STEM fields.

We all know that an issue like fair pay cannot be resolved overnight, but your presence and participation today will have both a direct and ripple effect on closing the wage gap in Montana. I hope today's Summit will give you the information and tools to return to your communities and continue the mission of closing the pay gap in the state we love.

A blue ink signature of Steve Bullock, written in a cursive style.

MONTANA GOVERNOR STEVE BULLOCK

# AGENDA

## STRAND UNION | MONTANA STATE UNIVERSITY

### MONDAY

2:00 – 5:00

**WORK \$MART WAGE NEGOTIATION TRAINING**  
SUB 233-235



#### **WORK \$MART WAGE NEGOTIATION**

**Kristi Harman and Amanda Taylor**

Kristi Harman and Amanda Taylor have facilitated the Work \$mart Wage Negotiation trainings for women during the past three years across Montana. Amanda has been employed with the Missoula Job Service for four years and teaches weekly classes on effective job

searching. Kristi Harman has been a supervisor with the Missoula Job Service for ten years. Both Amanda and Kristi are passionate about helping women learn how to negotiate for higher pay. With Montana being 39<sup>th</sup> place for pay equity in the nation, it is important to get this information into our communities. This workshop starts with an overview of the wage gap, explains how to negotiate for higher pay, and offers participants the opportunity to role play a negotiation.



6:00 - 8:00

#### **FIRST LADY'S EQUAL PAY RECEPTION**

Emerson Center for Arts & Culture  
111 S. Grand Ave. Bozeman, MT



#### **FIRST LADY LISA BULLOCK**

First Lady Lisa Downs Bullock was born in Helena, Montana.

She received her Bachelor of Arts in Mathematics and Computer Science from Carroll College and began working on her Master's degree in Applied Mathematics from the University of Southern California in Los Angeles, California.

Lisa has worked for several large corporations and has taught high school mathematics. Currently, she is a Research & Development Manager for Court View Justice Solutions. She also serves on the Carroll College Board of Trustees Board as well as the Montana Meth Project.

Along with her husband, Lisa is an advocate for feeding kids who come to school hungry. Through their initiative to alleviate childhood hunger in Montana, she assists with providing Breakfast after the Bell mini-grants to schools to increase school breakfast participation through innovative programs.

Lisa also helped start the Montana STEM Mentors, an initiative which asks women across Montana to become active leaders in their communities by mentoring young women who are interested in STEM related careers.

## TUESDAY

- 8:00 - 9:00 REGISTRATION & NETWORKING BREAKFAST  
MSU Strand Union Building
- 9:00 - 9:30 **WELCOME**  
MSU President Waded Cruzado  
Governor Steve Bullock  
Commissioner Pam Bucy, Montana Department of Labor & Industry
- 9:30 - 10:00 ***Pay Gap in 2016***
- 10:00 - 10:30 Break & Tradeshow
- 10:30 - 11:45 **BREAKOUT SESSIONS**  
***Influencing Change:*** *Women Moving the Dial*  
Procrastinator Theater  
***Attracting Talent:*** *Building Diverse Teams*  
SUB 233-235  
***Research Roundtable:*** *The Science of Pay Equity*  
Alumni Legacy Lounge
- 11:45 - 12:00 Break & Tradeshow
- 12:00 - 12:45 ***Words Matter: How to Frame the Problem of (un)Equal Pay***  
  
*LUNCH SERVED*
- 12:45 - 1:45 **KEYNOTE: JEN WELTER, PH.D.**  
*First female to coach in the National Football League*
- 1:45 - 2:00 Break & Tradeshow
- 2:00 - 2:40 **SUCCEEDING IN BUSINESS: Notes from the Battlefield**
- 2:40 - 3:45 **LIGHTNING TALKS: Resources for Women in Business**
- 3:45 - 4:00 **CLOSING REMARKS**  
*Equal Pay for Equal Work Task Force Co-Chairs*  
Commissioner Pam Bucy, Montana Department of Labor & Industry and  
Director Sheila Hogan, Montana Department of Administration
- 4:00 - 5:15 **CLOSING RECEPTION**  
Leigh Lounge, *Hosted by President Waded Cruzado*



## GOVERNOR STEVE BULLOCK

Steve Bullock was elected as Montana's 24th governor in November 2012. As Governor, Steve has made historic investments in Montana schools, fought to preserve access to public lands and waterways, and supported Main Street Montana businesses. In June of 2013, he issued an executive order creating the Equal Pay for Equal Work Task Force to ensure that every Montanan receives a fair day's wage for a fair day's work. Steve was born in Missoula and raised in Helena. He received his undergraduate degree from Claremont McKenna College and his law degree with honors from Columbia University Law School in New York. Steve's legal career has been split between the private and public sectors. After a few years at a Washington, D.C., law firm, Steve and his family returned to Montana and he opened a private law office. Steve served as Montana Attorney General from 2009 to 2012. During this time, he fought to combat DUI's in the state and lead the charge against "dark money" in politics. He and his wife Lisa have three children: Caroline, Alexandria and Cameron.



## LIEUTENANT GOVERNOR MIKE COONEY

Lt. Governor Mike Cooney is a long time public servant and elected official, having served in both houses of the Montana Legislative and three terms as Secretary of State prior to being selected as Lieutenant Governor. A committed public leader for Montana, Lieutenant Governor Mike Cooney is Governor Bullock's trusted partner as they work to advance the administration's agenda of better jobs, better education and a more effective government. Over the course of his career, Mike has a proven track record of helping Montana's small businesses grow and succeed while finding ways to increase wages. He is a strong champion of Montana's public education system and continually seeks innovative ways to support educators and increase funding. Mike was first elected in 1976 to the Montana House of Representatives and served through 1980. He then served three terms as Secretary of State, from 1989 through 2000. Mike was a State Senator from 2003-2010, and was elected as Senate President in 2007. From 2001 to 2006, Mike served as Director of Montana Healthy Mothers, Healthy Babies. Prior to his appointment to the Office of Lieutenant Governor, he served as Deputy Commissioner for the Montana Department of Labor and Industry. As Lieutenant Governor, Mike chairs the Montana Governor's Drought and Water Supply Advisory Committee and the Labor-Management Advisory Council. He graduated from Butte High School and earned a bachelor's degree in 1979 from the University of Montana. Mike and his wife DeeAnn have three grown children Ryan, Colin and Adan.

**#mtequalpay**



## **PRESIDENT WADED CRUZADO**

Since January of 2010, Dr. Waaded Cruzado has served as the 12th President of Montana State University, and during that time she has significantly reshaped the face and future of the state's first land-grant institution. Under President Cruzado's leadership, becoming the fastest-growing and largest university in the state since 2014 at almost 16,000 students. In 2012, President Barack Obama appointed President Cruzado to the Board for International Food and Agricultural Development, a seven-member advisory council that advises USAID on agriculture, rural development and nutrition issues related to global food insecurity. In 2013, President Cruzado also began serving on Montana's Governor Steve Bullock's Equal Pay for Equal Work Task Force. Prior to coming to MSU, President Cruzado served as executive vice president and provost at New Mexico State University, a post she held since Sept. 1, 2007, and served as NMSU's interim president from 2008-2009. She also served as Dean of the College of Arts and Sciences at NMSU (2003-2007) and as Dean of the College of Arts and Sciences at Puerto Rico's land-grant university, the University of Puerto Rico at Mayaguez. A native of Puerto Rico, President Cruzado has a son, Dr. Gerald Mazo, and a daughter, Brenda Nicole Mazo. She is also the proud grandmother of Aurora and Celeste.



## **COMMISSIONER PAM BUCY**

Upon graduating from law school, Bucy was hired as a criminal prosecutor with the Lewis & Clark County Attorney's office. She went on to work as Executive Assistant Attorney General under former attorney general and current Supreme Court Chief Justice Mike McGrath, where she created the Office of Consumer Protection. She left her post at the Attorney General's office after 7 years to take a job with Montana's Department of Labor & Industry. She began as Chief Legal Counsel for the Department before being appointed Commissioner by Governor Steve Bullock in 2013. Commissioner Bucy has previously served on several boards including, State Bar of Montana and Montana Legal Services Association. Bucy is also the recipient of several awards, including the State Bar of Montana Distinguished Service Award and Governor's Award for Excellence. She received her B.A. from Rocky Mountain College and J.D. from the University of Montana School of Law. Commissioner Bucy has practiced law in the private sector as an Associate Attorney for Luxan & Murfitt in Helena, Montana.



## **DIRECTOR SHEILA HOGAN**

Sheila Hogan was appointed by Governor Steve Bullock to serve as the Director of the Montana Department of Administration. She is the Co-Chair of the Governor's Equal Pay for Equal Work Task Force. Previously, she served as the executive director of Career Training Institute in Helena for 20 years. She has a bachelor's degree in business and public policy from Montana Tech-University of Montana. Sheila has held numerous leadership roles in workforce and economic development organizations. In 2014, Sheila received the state Interagency Committee for Change by Women's Excellence in Leadership Award for her state government work and in 2009, she received the same award for her work in the private sector. She was also invited to attend the White House Summit on Working Families in 2014. Sheila has received the YWCA Women of Distinction award and the federal Small Business Administration's Women of Distinction award. Sheila is married to Jim Edwards. Collectively, they have four children, two grandchildren, and a Labrador named Led Zeppelin.

# MONTANA

EQUAL PAY FOR EQUAL WORK

## TASK FORCE

### MEMBERS



**SHEILA HOGAN**  
Director, Montana Department of Administration  
Equal Pay for Equal Work Task Force Co-Chair



**PAM BUCY**  
Commissioner, Montana Department of Labor & Industry  
Equal Pay for Equal Work Task Force Co-Chair

**SHERIFF CRAIG ANDERSON (RET.)**  
Glendive, MT

**PRESIDENT WADED CRUZADO**  
Montana State University  
Bozeman, MT

**JEN EUELL**  
Director, Women's Foundation of  
Montana  
Missoula, MT

**AIMEE GRMOLJEZ**  
Chair, Montana Chamber of Commerce  
Helena, MT

**K'LYNN SLOAN HARRIS**  
Chair, Interagency Committee  
for Change by Women  
Helena, MT

**PAM HAXBY-COTE**  
Executive Director,  
Butte Local Development Corporation  
Butte, MT

**DR. SUSAN WOLFF**  
CEO/Dean, Great Falls College MSU  
Great Falls, MT

**JACQUIE HELT**  
Montana State Director,  
SEIU Healthcare 775NW  
Helena, MT

**PRESIDENT STACY KLIPPENSTEIN**  
Miles Community College  
Miles City, MT

**DEB LARSON**  
Principal and Owner,  
Interior Environments, Inc.  
Bozeman, MT

**KIM RICKARD**  
Business Manager, Laborers Local 1686  
Helena, MT

**BARBARA STIFFARM**  
Executive Director, Opportunity Link  
Havre, MT

**SCOTT WILSON**  
President, CTA Architects and Engineers  
Bozeman, MT



“ It’s another dream that we as women, especially in sports, have been very limited in what we can dream. And now it’s possible. And that’s the best thing to know. Because though it wasn’t a dream I had, now every little girl who loves football can grow up with that dream or one similar. ”

KEYNOTE - TUESDAY, 12:45 PM

## JEN WELTER, PH.D.

### First female to coach in the NFL

Dr. Jen Welter is the first female to coach in the NFL. Welter’s time at the Cardinals was defined by the bond she has fostered with the players. In February 2015, she became the first woman to coach in a men’s professional football league, when she served as linebacker and special teams coach for the Indoor Football League’s Texas Revolution. Prior to that, in January 2014 Welter became the first woman to play running back in a men’s professional football season, when she signed with the Revolution.

Welter has 18 years of experience in fitness, as a professional athlete, and has provided expert advice on a wide range of topics in fitness and sports. Her background provides her with a unique insight—both as a player and academic—into the power of sport.

Her on-field experience dates back to her time on the rugby pitch at Boston College. She is a veteran of several women’s professional and semi-professional football teams and a member of the 2010 and 2013 gold medal-winning USA Team at the International Federation of American Football’s (IFAF) Women’s World Championship.

Ultimately, Welter is a team player. Devoted to those she plays with and coaches. Those who played for her years ago still call her Coach to this day. Welter has spoken to a variety of audiences about her experiences, the power of sport and the mental acuity it takes to achieve what other may say is impossible.

Welter graduated with a B.S. from Boston College, followed by a Master’s in Sport Psychology and Ph.D. in Psychology from Capella University. The 38-year-old Welter is a native of Vero Beach, Florida.

[JENWELTER.COM](http://JENWELTER.COM)

# WOMEN OWNED MONTANA BUSINESSES TRADESHOW EXHIBITORS



Meadowlark Art & Jewelry



-sole sisters-

Buckskin Creations &  
Glacier Lily Soap



BÉQUET<sup>®</sup>  
CONFECTIONS



STAFFING SOLUTIONS

Cabin Fever Originals

the  
DOTTED **i**  
PROFESSIONAL FUNDRAISING PERFECTED

## Pay Gap in 2016

TUESDAY, 9:00 AM - SUB BALLROOMS



### **BARBARA WAGNER**

#### **Chief Economist, Montana Department of Labor & Industry**

Barbara Wagner is the Chief Economist with the Montana Department of Labor & Industry, and serves as the state's primary information source about the state's economy. In this role, Barbara provides the Governor and other economic development and policy leaders with information and advice on improving and growing the Montana economy. Her research includes diverse topics on gender pay equity, wage and productivity growth, the job retention of newly hired workers, and business survival rates. Barbara has won both national and regional awards on her research and labor market publications. A Montana native, she holds a B.A. with honors from the College of Saint Benedict/St. John's University in Minnesota, and an M.S. in Applied Economics from the University of Minnesota.

## Words Matter: How to Frame the Problem of (un)Equal Pay

TUESDAY, 12:00 PM - SUB BALLROOMS



### **VIRGINIA K. BRATTON, PH.D.**

#### **Associate Professor of Management, Jake Jobs College of Business and Entrepreneurship**

Virginia K. Bratton is an Associate Professor of Management in the Jake Jobs College of Business and Entrepreneurship at Montana State University in Bozeman, MT. Dr. Bratton teaches undergraduate courses in organizational behavior, human resource management, and leadership. Her research focus is on business ethics, pay equity, and performance appraisals and she has published in the Journal of Organizational Behavior, Journal of Vocational Behavior, Ethics and Behavior, and Leadership and Organization Development Journal. Dr. Bratton has designed and delivered workshops to business practitioners, faculty, staff, and administrators on a variety of HR topics including topics such as business ethics, conflict management, and stress reduction.



### **AMBER RAILE, PH.D.**

#### **Assistant Professor, Jake Jobs College of Business & Entrepreneurship**

Amber N. W. Raile is an Assistant Professor of Management and Director of Business Communication Curriculum in the Jake Jobs College of Business & Entrepreneurship at Montana State University in Bozeman, MT. Dr. Raile's teaching and research focus on communication. Dr. Raile is the author of a book, *Competent Workplace Communication*, which she uses in her teaching. Dr. Raile's research examines the role of communication in creating a positive organizational environment for employees and in multi-level social change and issues related to defining, measuring, and securing political will and public will (PPW) across contexts. Dr. Raile's PPW research is supported by several grants. Her work has been published in communication journals, such as *Management Communication Quarterly*, and policy journals, such as *Politics & Policy*.

# INFLUENCING CHANGE: *Women Moving the Dial* 10:45 - 11:45

MODERATOR **SHEILA HOGAN**



## **LIZ BANGERTER**

### **State Representative, HD 82 (R-Helena), 2010-2014**

Liz Bangerter served in the Montana House of Representatives from 2010-2014. During her tenure she served on five different committees, including chairing the Local Government Committee. She was selected as the Western Region Representative for the United States to attend meetings with the Chinese People's Friendship Association, culminating in a ten-day tour of China. She was also selected to attend the Canadian Rising State Leaders Western Tour. In 2013, she sponsored House Bill 28, which won the American Congress of Obstetricians and Gynecologists Top National Award for State Legislative Accomplishment. She is currently working for the Department of Justice Motor Vehicle Division and is finishing her degree in business administration.



## **JACQUIE HELT**

### **State Director, SEIU Healthcare 775NW**

Jacquie Helt is the Montana State Director for SEIU 775, a union comprised of long-term healthcare workers who are primarily low to moderate income women. Jacquie has served on the Montana AFL-CIO Executive Board since 1998, first as a District Board Member, Vice President then, in 2005, was elected the Labor Federation's first woman President. In 2013, Jacquie was elected the District Two Board Member. Jacquie has been a member of the Governor's Equal Pay Task Force since its inception. Since 2005, she has served on the State Workforce Innovation Board. She served as a labor representative on the Workers' Compensation Labor-Management Advisory Committee (LMAC). In 2009, the National AFL-CIO Executive Vice President presented Jacquie an award, on the State Federation's behalf, for her diversity work within the labor movement. Jacquie spent most of the last 23 years advocating for workers, women and their families.



## **ANNA WHITING SORRELL**

### **Director of Operations, Planning & Policy, Tribal Health & Human Services, Confederated Salish & Kootenai Tribes**

Anna Whiting Sorrell is the Director of Operations, Planning and Policy at the Confederated Salish and Kootenai Tribal (CSKT) Health Department, bringing over 30 years of experience in health care. She served as the Area Director for the Billings Area Indian Health Service. Beginning in 2005, she served Governor Brian Schweitzer as his Health and Family Policy Advisor. In 2008, he appointed her to his cabinet as the Director of DPHHS, the largest state agency. This historic appointment marked the first time in the country a Native American was appointed the state's top health officer. Prior to that, Anna worked for the CSKT for nearly 25 years. She has a Bachelor of Arts in Political Science and Education and a Masters in Public Administration from the University of Montana. She is an enrolled member of CSKT and lives on the Flathead Reservation with her husband Gene.



**CYNDY ANDRUS**  
**Mayor, City of Bozeman**

After working in Yellowstone Park for years, Cyndy settled in Bozeman where she spent ten years working as the Convention and Visitor Bureau Director for the Bozeman Area Chamber of Commerce. In May 2011, she started her own consulting business, Andrus Consulting, providing small communities in Montana with strategic planning and economic development tools to enhance the community tourism experience. Cyndy served six years on the Bozeman City Commission and was elected Mayor in November 2015. She serves on two Governor appointed councils, the Montana Arts Council (currently chair) and the Montana Heritage Commission, in addition to her service on the board of directors for the National Assembly of State Arts Agencies and the board of the Western States Arts Federation. She is the past chair (2013) of the Governor's Tourism Advisory Council. She is a graduate of the University of Minnesota with a Bachelor of Arts in Elementary Education.



**MELISSA SHANNON**  
**Senior Vice President, Strategies 360**

Melissa runs the Montana office of Strategies 360, a public affairs firm that focuses on government relations and communications. Before joining Strategies 360, Melissa was the director of government affairs for Cablevision and Charter Communications, overseeing legislation and policy in Montana, Colorado and Wyoming. Formerly, as a principal with Kountoupes Consulting in Washington, D.C., Melissa advised Fortune 500, high-tech, telecom, health care and energy companies such as Yahoo and Netflix. She crafted and implemented successful strategic plans to advance her clients' goals with the Administration, members of Congress and the public. Melissa also worked for Speaker Nancy Pelosi, providing counsel on telecommunications, education, labor, science, small business, veterans, and agriculture. Melissa also worked for the Montana State Legislature and the Montana Office of Public Instruction. Melissa has a degree from the University of Montana in political science where she graduated with honors.

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# ATTRACTING TALENT: *Building Diverse Teams* 10:45 - 11:45



## MODERATOR

### JEN EUELL

#### Director, Women's Foundation of Montana

Jen Euell is a native Montanan and a long-time advocate for women and girls in Montana. She is the co-founder of the GUTS! (Girls Using Their Strengths) girls' leadership project. Jen is the Program Director of the Women's Foundation of Montana and is passionate about its mission to build economic self-sufficiency for Montana women and a brighter future for Montana girls.



### TIPHANI LYNN

#### Montana Girls STEM Collaborative

Tiphani Lynn is a Ph.D. student in neuroscience at MSU in Bozeman with an emphasis on digital signal processing, a Molecular Biosciences Fellow, and National Science Foundation Graduate Research Fellow. She has served on the board of the Montana Girls STEM Collaborative Project and is currently the leader of the Montana chapter of Million Women Mentors. Last November, she founded a non-profit, the Montana STEAM Education Equity Incubator, chartered to reach out to the most vulnerable and educationally underserved populations in Montana, identify educational needs, motivate and spark curiosity, and to gather resources, mentors, and community support to meet those needs for kids and adults across our great state, and importantly, welcome them to our economy.



### SHARON SOUTHER-BOUTILIER

#### Human Resources Director, Centene Corporation

Sharon has been the Director of Human Resources of the Claims Center in the Great Falls Office of Centene Corporation since 2005. She has more than twenty-five years of Human Resource experience from several different venues, including Education, Retail and Manufacturing. She holds a bachelor's degree from MSU-Northern and a master's degree in human resources from Troy University in Troy, Alabama. She is also nationally certified as a Professional in Human Resources.



### SCOTT WILSON

#### President, CTA Architects and Engineers

Scott Wilson is President of CTA and is responsible for guiding the firm's overall growth and strategic vision. Through his leadership, CTA's professionals strive to deliver impeccable service and high performance design to clients for the ultimate experience. Scott promotes a firm culture that pushes the boundaries of innovation and excellence. In addition to being President of CTA, Scott is an electrical engineer with over 23 years of experience on projects worldwide. Scott is a lead engineer on many of CTA's projects across multiple market sectors. Scott graduated with a Bachelor of Science in Electrical Engineering from Boise State University and has been with CTA since 1991. He is a member of the Governor's Equal Pay Task Force.

# RESEARCH ROUNDTABLE:

## *The Science of Pay Equity*

10:45 - 11:45

MODERATOR

**BARBARA WAGNER**



**C. GRAHAM AUSTIN, PH.D.**

**MSU Associate Professor**

Dr. Caroline Graham Austin is an associate professor of marketing at Montana State University. Her research examines how consumers' perceptions of different communications affect their motivations, attitudes, and behaviors. As part of her doctoral research, Dr. Austin developed a theory called "strategic empathy," which says that being aware of other people's humanity and open to understanding our differences, allows businesspeople – and marketing researchers – to develop strategies that help increase human happiness, connectedness, and achievement.



**MARY CRAIGLE**

**Bureau Chief, Research & Information Services Bureau**

Mary is the Bureau Chief of the Research & Information Services Bureau at the Montana Department of Commerce. Mary also facilitates the 13 Key Industry Network (KIN) Groups for the Governor's Main Street Montana Project. Mary holds a master's degree in quantitative analysis from the University of Missouri and undergraduate degrees in business finance and public administration from the University of Montana. Along with work, her current roles include serving as Vice Chair for the US Census Bureau's State Data Center Steering Board. She is Board Chair of the Montana Community Foundation. She is Board Chair of the Montana Community Foundation.



**ALLISON DALE-RIDDLE, PH.D.**

**Data Director, Montana Democratic Party**

Allison Dale-Riddle has a Ph.D. in political science from the University of Michigan and has published research on the impact of race and gender on public opinion, political psychology, and political campaigns. She is coauthor of the book *The End of Race? Obama, 2008, and Racial Politics in America*, and collaborated on the first national field experiment to test the use of text messaging as a voter mobilization tactic for political campaigns. She provides information on demographics and effective campaign tactics to better target voters and implement best-practices with campaigns at the Montana Democratic Party.



**HEATHER O'LOUGHLIN**

**Co-Director, Montana Budget & Policy Center**

Heather O'Loughlin is the Co-Director for the Montana Budget and Policy Center, a non-profit organization focused on providing in-depth research and analysis on budget, tax, and economic issues. Previously, Heather served as the Legislative Director and Counsel for Senator Max Baucus. Before that she served as Legislative Assistant. Heather received her Juris Doctor at the University of Montana School of Law and her Bachelor of Arts in Economics and Bachelor of Science in Business Administration–Finance from the University of Montana.

# SUCCEEDING IN BUSINESS: NOTES FROM THE BATTLEFIELD

## 2:00 - 2:40



### MODERATOR

#### **MEG O'LEARY**

##### **Director, Montana Department of Commerce**

Meg O'Leary was appointed as the Director of the Montana Department of Commerce by Governor Steve Bullock January 2013. She has dedicated herself to building Montana's economy and creating well-paying jobs for Montana citizens by promoting the state as a premier tourism destination and an unparalleled place to do business. Meg's work with the Main Street Montana Project and at the Department of Commerce builds upon her 23-year tenure at Big Sky Resort in Big Sky, Montana as Director of Sales and Marketing. Back in her native Helena at the Department of Commerce, Meg has taken a global view of driving air service and supporting economic development in Montana, bringing big ideas to the table and opening doors for regional efforts to grow and sustain Montana's economy.



#### **ROBIN BÉQUET**

##### **CEO, Béquet Confections**

For years, Robin Béquet made caramel for friends and family and she became a connoisseur of confections. The caramel remained a hobby until the telecom crash of 2001, when her 25-year technology career ended unexpectedly. She then wondered if this hobby might become a livelihood. In December of 2001, Robin launched Béquet Confections. Growing sales encouraged her to invest further. A second job and another mortgage allowed her to attend the Fancy Food Show in New York where 25,000 potential buyers viewed her booth. Since then, Béquet Caramel has won six additional national awards and is featured in stores across America.



#### **KATHY BOELTER**

##### **President, Arrow Solutions Group**

Kathy Boelter is the President of Arrow Solutions Group, a Technology Staffing & Recruiting company serving Montana and surrounding states. She brings experience in understanding labor forces, staff augmentation and project management, primarily in the technology space. Kathy is active in the state business community and currently serves on the boards of directors for the Montana Chamber, Montana Chamber Foundation, Big Sky Economic Development Corporation and Billings Downtown Rotary. As an advocate for bringing the Montana tech community together, Kathy also co-founded TecNet, a networking group comprised of regional technology professionals.



**RENELLE BRAATEN**  
**President, ENELL**

Renelle's entrepreneurial spirit is the heart and soul of ENELL. Raiding local gardens and selling produce at the age of nine, Renelle had business aspirations at an early age. Renelle went on to own and operate her own barbershop before pouring her energy into creating the best sports bra in the market. Never intending to turn her need for support into a business, Renelle's vision for ENELL ignited when fellow athletes started taking note of her custom-made sports bra. Renelle credits her success to three values she holds true to in all that she does: creativity, surrounding herself with quality people, and always providing the best customer service.



**SHALON HASTINGS**  
**Owner, The Hub and Taco del Sol**

Shalon Hastings is the owner of Taco del Sol Helena and Hub Coffee, both of which are in downtown Helena and just opened a combination of the two restaurants in East Helena. She opened the first franchise location of Taco del Sol in April 2004 and purchased Hub Coffee in June 2013. Between the three businesses she employs upwards of 45 people. Shalon enjoys working on additional business ideas and advising others in their aspirations. She was named SBA's Montana Small Business Person of the Year of a Medium Sized Company in 2015.



**DEB LARSON**  
**Owner, Interior Environments, Inc.**

Deb Larson is principal and owner of Interior Environments, Inc., a commercial interior design firm in Bozeman for the last 20 years. Deb has over 30 years of experience in a variety of commercial interior design projects. She has a strong background in space planning, lighting design, ergonomics, and consumer anthropology. She is a certified professional member of the American Society of Interior Designers. Deb received her bachelor's degree in Interior Design with a minor in business from Harrington Institute of interior design (Chicago) and Ball State University (Muncie, Indiana). Her company is an active member of the Bozeman Chamber of Commerce and the Bozeman Business & Professional Womens' Association, of which Deb is a past President.



**DEB POTEET**  
**President, Poteet Construction**

Deb started her own business with a \$1,000.00 tax refund 29 years ago. Her company, Poteet Construction, Inc., is based out of Missoula, Montana, and works throughout Montana and neighboring states. Her company provides traffic control signing, project personnel, guardrail installation, permanent signing and structural concrete on various infrastructure projects. She has more than 40 fulltime employees and up to 150 seasonal employees. She was named 2015 Small Business Person of the Year (more than 50 employees) by the Montana Small Business Administration and was the 2013 President of the Montana Contractors' Association.

# LIGHTNING TALKS: RESOURCES FOR WOMEN IN BUSINESS

## 2:40 - 3:45



### **WAYNE GARDELLA** District Director, U.S. Small Business Administration (SBA) *Small Business*

Wayne Gardella is the District Director for the U.S. Small Business Administration (SBA). He has an all-encompassing background in small business lending, economic development, and outreach. Gardella joined the SBA Montana District Office in January of 2013. Gardella previously spent the last 20 years actively engaged in supporting business initiatives at the Export-Import Bank of the United States. Between 2004 and 2012, Gardella was the Vice President for Domestic Business Development. In 2012, he became the Vice President of the Small Business Finance Division overseeing key small business trade finance lending programs. Prior to that, Gardella spent more than 12 years in banking in the fields of asset management, asset-based lending, commercial real estate, leverage and premium financing, and leasing. Gardella is a certified public accountant and holds both a bachelor's and master's degree in business administration.



### **PAM HAXBY-COTE** Executive Director, Butte Local Development Corporation *Local Development*

Pam Haxby-Cote is a lifelong Montanan, born and raised in Butte. Since 2015, Pam has served as the Executive Director of the Butte Local Development Corporation. From 2013-2015, she served as the Regional Director of Blackstone LaunchPad. She has devoted most of her career to economic development and creating jobs, with nearly 30 years of experience in the field. Her work began as Deputy Director and Loan Officer for the Butte Local Development Corporation. She became heavily involved with local and state government as Community Development Director and Urban Renewal Director for Butte, then as the Senior Economic Development Specialist for Governor Brian Schweitzer. She has also served as the Butte Regional Director and Economic Development Director under Senator Jon Tester. Pam has served on many boards including the Montana Supreme Court Citizen Review Board, Highlands College Advisory Board and the Governor's Equal Pay for Equal Work Task Force. Pam hopes to continue to serve and strengthen Montana and its economy so future generations can prosper in this great state.



**PATTI MCCUBBINS**  
**Operations Chief, Office of Civil Rights,  
Montana Department of Transportation**

***The Disadvantaged Business Enterprise Program***

Patti was home grown in Big Sky Country. Patti's passion was to work with special needs children and she became Special Education Teacher. After years in education, Patti transitioned to non-profit work. She administered government programs in parenting teens, and mental health, among others. She couldn't get education out of her blood so she ran for the School Board in Columbia Falls, Montana, and was elected to three terms. After four years directing a transitional housing and homeless shelter, Patti began working for the State of Montana in public assistance and labor. Patti has been the Chief of Civil Rights for the Montana Department of Transportation since December 2010. She oversees and administers internal and external ADA, Title VI & VII, Equal Employment Opportunity and Non-Discrimination, Contractor Compliance, Affirmative Action, On-the-Job Training/Supportive Services and the Disadvantaged Business Enterprise Program.



**DEANNA LANGMAN**  
**Statewide Program Manager, Procurement Technical Assistance  
Center, Big Sky Economic Development**

***Government Contracting***

Deanna Langman is the Procurement Technical Assistance Program (PTAP) manager in Montana. In addition to overseeing the statewide program's operations, Deanna provides guidance to statewide Procurement Technical Assistance Centers (PTACs). She is a government contracting advisor for the Billings PTAC. Before joining the Montana PTAC staff in 2012, Deanna was a commercial loan officer and credit analyst supervisor at banks in the Billings area. For six years, she worked at the Small Business Development Center (SBDC) at BSED as a business development specialist then as director. Deanna earned a bachelor's degree from Montana State University-Billings and a master's degree in business administration from the University of Montana. She brings a broad base of business management and consulting experience to the Montana PTAC program.

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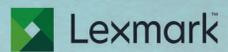


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