



Powered By  **JOHNSON MAY**  
ATTORNEYS & CONSULTANTS

# AUGUST 28, 2024

9AM - 3PM | *Riverside Hotel*

**FREE  
TO  
ATTEND**

This B2B event focuses on helping you and your business thrive through ***learning, sharing and connecting*** with business owners and professionals from your Treasure Valley business community!

## BUSINESS BUILDER DAY'S SCHEDULE OF EVENTS

- 9:00AM** ***OPENING KEYNOTE***
- 10:00AM** ***Networking + Exhibitor Showcase***
- 10:30AM** ***Morning Seminar Sessions***
- 11:30AM** ***Networking + Exhibitor Showcase***
- 12:00PM** ***Featured Luncheon Seminar***
- 1:00PM** ***Networking + Exhibitor Showcase***
- 1:30PM** ***Afternoon Seminar Sessions***
- 2:30PM** ***Networking + Exhibitor Showcase***
- 3:00PM** ***Business Builder Day Closes***



(208) 376-0464 ♦ [INFO@IBLEVENTSINC.COM](mailto:INFO@IBLEVENTSINC.COM)  
**BUSINESSBUILDERDAY.COM**

# SEMINAR SCHEDULE

## AUGUST 28 RIVERSIDE HOTEL 9AM - 3PM



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Attorneys & Counselors

### KEYNOTE | 9AM

## "STAND UP TO STAND OUT"

**MEGAN MCCALED, CEO**  
*Improv Team Culture*

 TAMARACK

KEYNOTE  
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JOHNSON MAY  
Attorneys & Counselors

### SEMINARS | 10:30AM

 ASPEN

**"Why You're Not Ranking on Google & How to Fix It!"**

**Michael Johnson**  
Resolve Marketing

 TAMARACK

**"Beyond the Basics: Estate Planning Mistakes for Business Leaders to Avoid"**

**Sheli Fulcher Koontz**  
Johnson May Law

 FIREPLACE FOYER

**"Masterful Entrepreneurship Workshop"**

**Brent Oetken**  
EOS Worldwide

### LUNCHEON | 12PM

## "IMAGINE BELIEVE ACHIEVE"

**LUCAS SWENSSON,**  
FOUNDER & DIRECTOR  
*I LOVE THIS LIFE FOUNDATION*

 TAMARACK  TICKET REQUIRED

LUNCHEON  
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### SEMINARS | 1:30PM

 ASPEN

**"Practical AI for Small Business"**

**Noah Riley**  
AI Genius Consulting

 TAMARACK

**"TBD"**

**TBD**  
TBD

 FIREPLACE FOYER

**"Sales Growth Hacks for Small Businesses and Solo Entrepreneurs"**

**Scott Marker**  
MCA<sup>2</sup>, LLC

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