Keynote Speakers

**Presenter:** Charles Coonradt  
**Presentation:** “Staying Marketable in a Struggling Economy”  
**Current Position:** CEO, The Game of Work

Chairman of the Board and Chief Executive Officer of The Game of Work, founded in 1973 and dedicated to the success of its corporate clients. Graduate of Michigan State University. Internationally recognized in the fields of goal setting and profit improvement, as an author, consultant, and speaker. Chuck’s best selling books *The Game of Work, The Better People Leader, Scorekeeping For Success, Managing The Obvious, and The Four Laws of Debt Free Prosperity* have been labeled management “must reads.” He is a contributing author to the best selling *Chicken Soup for the Soul* series and quoted in an additional two dozen other books, as well as a founding member and frequent lecturer at the School of Entrepreneurship, Brigham Young University, Marriott School of Management.

The Game of Work’s client list includes many Fortune 500, as well as other nationally and internationally recognized firms. Companies that have successfully utilized and implemented Chuck’s unique concepts include Pepsi Cola, The Chicago Tribune, Nordstroms, The US Air Force and Postal Service, Boeing, Marker Bindings, Molina Healthcare, Coca-Cola Consolidated and International Paper. Over one million executives, managers, and supervisors on five continents have been exposed to Chuck’s ideas on feedback, scorekeeping, goal setting, coaching, choice and accountability.

**Presenter:** James Ritchie  
**Presentation:** Being Disciples in Secular Work Environments  
**Current Position:** Founder, The Ritchie Group

At the age of 35 Ritchie was able to retire, financially independent. He had, at that point, accumulated the control of 26 business ventures including: a Chevrolet agency, wholesale and retail travel companies, a feed processing plant, farm store, International Harvester dealership, Skidoo dealership, Sears catalog, land development, motels, restaurants, Meadow Gold dairy products distributor, Salt Lake Tribune distributor, and pig farmer. At the same time he served twice as Country Fair Chairman, Parade
Chairman, charter member of the Economic Development Council for Wasatch County, bishop, and he helped found the famous Heber Creeper.

In Southern California, the community benefitted by his serving as the mayor's appointment to the Simi Valley Planning Commission, the Chairman of the Cultural Arts Council, and the first ever non-Adventist member of the 7th Day Adventist Hospital Board. Ritchie has also been a seminary teacher, institute director, stake president, and mission president for the LDS Church. Later in life, Ritchie was selected as senior vice president over sales and training of Franklin Quest. He and his wife Carolyn served the last 6 years on missions to New Zealand and Africa finishing their "tour" as President of the MTC in Ghana.

**Presenter:** Jenet Jacob Erickson  
**Presentation:** “Practical Ways to Harmonize Work & Family”  
**Current Position:** Associate Professor, BYU School of Family Life

Jenet Jacob Erickson teaches in the School of Family Life at Brigham Young University. Her academic research focuses on maternal wellbeing in the sphere of work and family life, the influence of non-maternal child care on children’s development, and the role of family routines and rituals in family wellbeing. She received a PhD in Family Social Science at the University of Minnesota in 2007 after completing Bachelor’s and Master’s degrees at BYU. She and her husband, Michael, are the parents of one daughter and expecting a son in November.
**Break-out Session Presenters**

**Presenter:** Stephanie Allen  
**Presentation:** Workplace Etiquette: Starting Your Job Off Right  
**Current Position:** Digital Media Strategist & Instructional Designer LDS Church

A digital media strategist and designer of instructional solutions, Stephanie is passionate about improving human performance and enabling professional and personal growth.  
**Specialties:**  
Creating digital media products - designing, developing, and delivering instructional solutions - improving human performance - training and mentoring instructional design students and professionals

**Presenter:** Grant Anderson  
**Presentation:** Learning & Study by Faith  
**Current Position:** Director University of Utah Institute of Religion

Grant Anderson was born and raised in southern California and served a mission in Colombia, South America. He graduated from BYU and received a master’s degree from the California State University system. Both of his degrees were in education. He met his wife Martine while attending BYU. She joined the Church while in high school in northern California. They are the parents of two daughters.  

He has worked for the Church Educational System for more than 30 years with assignments in Arizona, California, Colorado, and Utah. He served as the Area Director for the Northern Plains Area and for five years served in the administration of Seminaries and Institutes, which included the supervision of South America. He currently serves as the director of the Salt Lake University Institute.  

Brother Anderson has served as both a bishop and stake president and is currently on the high council of a Young Single Adult stake.
Melanie Bahl

Presentation: Communication Etiquette

Current Position: Principal and Co-Owner of Interiors West, LLC

Melanie received her degree in Interior Design from Ricks College, an accredited CIDA (Council for Interior Design Accreditation, formally FIDER). She is a LEED (Leadership in Energy and Environmental Design) Accredited Professional, an NCIDQ (National Council for Interior Design Qualification) Certificate Holder, # 024690, the acting VP of GRA (Government Regulatory Affairs) for IIDA (International Interior Design Association) RMC (Rocky Mountain Chapter) and the President of IDEAL (Interior Design Education And Legislation) for Utah.

Melanie is one of the few who has always known what she wanted to be when she "grew up". When other girls were playing with Barbies, she was designing her home with furniture made out of shoe boxes. She has 15 years’ experience in the design field working in multiple facets from a designer in various architectural firms, trade showrooms and as a space planner/designer specializing in commercial furnishings. In 2008 Melanie cofounded Interiors West, LLC, a Teknion Commercial furniture dealership which offers full Interior Design services. She is responsible for the hiring and training of the Interior Designers. Interiors West prides itself in the high caliber of employees who offer the highest level of service. Melanie accredits her success to those who have mentored her along the way and it's for that reason she finds pleasure in giving back to the education of emerging professionals.
An experienced business consultant, specializing in human resources and in helping individuals and organizations improve and strengthen their performance and mission accomplishment, Mr. Blackburn brings more than 20 years of executive level (leadership) experience and 15 years of mid-level (managerial) experience to the table. Mr. Blackburn retired from the U.S. Department of Agriculture as Director of Human Resources and Chief Learning Officer, after a very successful and diverse career of over 37 years. Early in his career he became intrigued with how work is or is not accomplished at all levels, and how employees, supervisors, managers, leaders and executives succeed or fail to interact and communicate to accomplish the mission of the organization. His experiences and observations became the catalyst for his passion to spend his life dedicated to helping improve the performance of individuals, teams, work groups and organizations.

Mr. Blackburn has a successful track record in international and intercultural relations, interpersonal communications and human resources, especially in Latin America, where he developed a fluency in the Spanish language. He lived for over 8 years (and worked for another 15 years while living in the U.S.) in various Spanish speaking countries, managing programs, directing operations and consulting and advising with a variety of non-profit and international organizations, governments, and their leaders.

In addition to using his personal experiences to help others succeed, he is licensed and certified by some of the best professionals in the fields of human resources, training and education, executive coaching, leadership development, conducting individual assessments, facilitation, conflict management, meeting management, emergency management, continuity of operations and conducting focus groups.

He is known professionally as one who can get things done, possessing the reputation of being a “can do”, “go to” type of person in times of crisis and uncertainty. He is known for his positive outlook and his ability to successfully turn organizations around and to resolve conflicts.

As a result of his experience and knowledge of organizations and the federal government he was assigned to be part of top-level, inter-departmental teams tasked with keeping the U.S. Government successfully operating in case of natural disasters or terrorist activity aimed at Washington, DC. He holds a top secret level clearance as a result of this work.

Tim grew up in a small community in the central part of Idaho. He was a basketball referee for over 27 years, working in various levels of the game including college. He interrupted his college studies to serve a voluntary 2 ½ year mission for the LDS Church in Uruguay. He received his Associates of Science degree from Ricks College, his Bachelors of Science degree from Brigham Young University, and his
Masters of Business Administration (MBA), from Utah State University. Upon retiring from the U.S. Government, Tim served as Mission President of the California Los Angeles Mission for the LDS Church. He and his wife (Jan) have been married for over 40 years while enjoying their 4 daughters, all of whom are college graduates, and married. He is the proud grandfather of 11 grandchildren.

**Presenter:** Holly Brinkerhoff  
**Presentation:** STEPS to Success: Making the Most of Your Time and Resources at LDSBC  
**Current Position:** Foundations of Learning Coordinator & STEP Advisor, LDS Business College

**Presenter:** Susan Bradshaw  
**Presentation:** From Conflict to Resolution: Diplomacy in the Workplace  
**Current Position:** Mediator, The Mediation Group

Susan Bradshaw developed the original conflict resolution program at Utah Dispute Resolution. She attended and then taught for 10 years at the J. Reuben Clark Law School. She has been a private mediation trainer in the community for over 15 years and is a Master Mediator. She received a master’s degree in Dispute Resolution from Pepperdine University School of Law, and a law degree from Brigham Young University.

**Presenter:** David Brooksby  
**Presentation:**  
**Current Position:** Honor Code Counselor, LDS Business College

**Presenter:** Emily Brooksby  
**Presentation:** Résumé Gallery  
**Current Position:** Owner, EAHB Consulting; Adjunct faculty, LDS Business College
AnnaLaura Brown is the assistant librarian at LDS Business College. She attended the University of Utah where she obtained a BA degree in French and a MA degree in Comparative Literature and Indiana University where she received her MLS-Library Science degree. She has been a librarian at LDSBC since August of 2007. She began using social media to promote her home business in 2006 with MySpace and Youtube. In 2008 she joined the social media marketing inner circle with Mari Smith, a popular social media trainer who was named the Piped Piper of Facebook by Fast Company magazine and who has written several books on social media. She is still a member and gets a lot of her up to date knowledge on how to market on social media from Mari. She has been using facebook since 2006 when she was a student at Indiana University and twitter and linkedin since 2007. Using social media for her own home business has generated a large number of leads for her business and a large number of her sales and income comes from social media. In 2010 she helped launch a local networking group for women and through a facebook connection her group was featured on the front page of the local edition of the Salt Lake Tribune. In addition she has taught several paid social media workshops and seminars and the people who attend her events always tell her that they learned a lot. She has even had a few participants tell her that their businesses grew by as much as 30% after they followed her advice.
**Presenter:** Don Cash  
**Presentation:**  
**Current Position:** Vice President of Mid Market Sales and Account Development at Adobe Systems.

Don Cash joined Omniture as Vice President of Mid Market Sales in 2004 when annual sales were <$8MM. Omniture was recently acquired by Adobe Systems for $1.8B with annual sales in 2009 at $400MM. Cash was given responsibility to build out the same mid-market sales and account development organizations he built at Omniture across four additional Adobe business units. He also runs the North American Connect Web Conferencing and Cold Fusion filed sales teams for Adobe. Adobe has standardized all “inside” sales positions to be in Utah at the new Lehi facility in front of Cabellas.

Don Cash has 20 years of experience in sales and marketing, product development, business development and channel management. Prior to Adobe/Omniture, Cash worked for Siebel Systems, Inc, as Senior Director where he opened up the Utah office for Siebel’s mid-market sales organization. Cash was Vice President of Sales and Marketing for Mirror Software Corporation, Seattle; held sales and sales management roles within QuardraMed’s sales organization and served as a sales representative at AMSCO Medical and Baxter Healthcare. Don has the distinction of over-achieving his sales targets nineteen out of twenty years. He received his bachelor’s degree in Marketing from the University of Utah with a minor in Mandarin Chinese. Don was also named the Sales Executive of the Year in 2007 by the Utah Technology Council and 6 consecutive years on the V-Spring Top 100 Entrepreneurs in Utah list.

**Presenter:** Annette Dunford  
**Presentation:** Cover Letter & Thank You Note Gallery  
**Current Position:**  

**Presenter:** Wyn Dunford  
**Presentation:** Creating a Career Plan that Will Make You Marketable, Preparing for Internships & Career Fairs  
**Current Position:** Employer Relations, LDS Business College
Kenneth DuVall was born in Salt Lake City. After graduating from Granite High School, Ken attended the University of Utah and graduated with a Bachelor of Science degree in Finance. He then served a mission to Chile, and while there helped open the Chile Concepcion Mission. After returning from his mission to Chile, he returned to the U and graduated with a Masters in Business Administration degree.

After graduating, Ken and his wife, Mary, moved to Irvine, California, to work for American Hospital Supply. He worked for American in both California and Oklahoma and was later transferred back to Salt Lake City.

He was hired by Easton Aluminum to build a state-of-the-art high density storage, worldwide distribution center. Ken was later promoted to Vice President of Sales and Marketing for the Archery Division.

After several years with Easton, Ken was hired as the Vice President of Sales and Marketing for Sweet Candy Company. It was an incredible opportunity to work in the food manufacturing industry and the retail grocery industry. Who wouldn’t want a job where it was required to taste candy every day! After 14 years of selling candy, Ken received a call that would change his life. He and his wife were called by President Faust to preside over the Spain Bilbao Mission.

After 3 glorious years serving with incredible young men and women in Spain, Ken decided to follow his passion for teaching. He teaches full-time at LDS Business College, where he is the Program Director for the Professional Sales Program and the Finance Program. He also teaches Financial Management and Managerial Accounting in the MBA Program at Argosy University.

In addition to many other callings, he has served as a Bishop and Stake President, High Councilor of a YSA Stake. He currently serves as the Ward Mission Leader.

He and his wife are the proud parents of 5 children and 17 grandchildren.

Presenter: Ken DuVall
Presentation: Preparing & Delivering Powerful Presentations
Current Position: Professional Sales Program Director, LDS Business College

Presenter: Sean Farris
Presentation: STEPS to Success: Making the Most of Your Time and Resources at LDSBC
Current Position: Academic Advisor & STEP Advisor, LDS Business College

Presenter: Doug Furness
Doug currently holds the position of Manager of Sourcing and Selection at The Church of Jesus Christ of Latter-day Saints, and has led Senior Recruiting Strategy and Management for premier companies including Convergys Corporation and Alorica. He has also taught Portfolio Development and Career Preparation courses at ITT Technical Institute. He holds a Master’s of Organizational Management from the University of Phoenix, and a Bachelor of Arts in Spanish with a minor in Speech Communication from the University of Utah.
Presenter: Mark Judge  
**Presentation:** Creating a Career Plan that Will Make You Marketable  
**Current Position:** Director, Global Benefits Department, LDS Church

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Presenter: Brady Kimber  
**Presentation:** Workplace Etiquette: Starting Your Job Off Right  
**Current Position:** Director of Human Resources, LDS Business College

Brady J. Kimber is pleased to be associated with LDS Business College. Since February 2012, Bro. Kimber has been the Director of Human Resources at the College. Brady has gained over seven years of experience in human resource management working with public, private, and non-profit organizations. He holds a bachelor’s degree in human resource management from Columbia College, and is currently working toward the Senior Professional in Human Resources certification. Bro. Kimber has coached top and mid-level managers on topics such as teamwork, employee development, leadership, interviewing techniques, and business ethics. Brady currently lives in West Valley City with his wife Shanna, and their three children.

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Presenter: Ralph Little  
**Presentation:** Becoming Very Good at Difficult Things  
**Current Position:** Entrepreneurship Program Director, LDS Business College

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Presenter: Stuart Matheson

Presentation: Preparing for Internships & Career Fairs, Moral Sensibility: Applying the Gospel in Secular Settings

Current Position: Attorney Matheson, Mortensen, Olsen, & Jeppson P.C.

Instructor’s Formal Education:
Bachelor of Arts Degree – History, University of Utah (1973)
Juris Doctor - Law, J. Reuben Clark Law School, Brigham Young University (1976 - charter class)
Adjunct Professor: LDS Business College: Business Law; Ethics

Professional Experience:
Co-Founder (1977) and Senior Partner of Matheson, Mortensen, Olsen & Jeppson, PC law firm (nka Matheson & Howell PC)
Expert Witness – Foreclosure Law
Utah State Bar-appointed Mentor for New Lawyer Training Program
Board member of various non-profit corporations
Author: “Utah Foreclosure Process”, National Mortgage Servicing Guide (ed. D. Jankowski); Utah Legislative and Judicial Updates for UTA Quarterly (annually);
Lecturer: Real Property Section, Utah State Bar; UTA Educational Conferences; Presentations for National Business Institute (NBI), Lorriman, and other organizers on the topics of Real Property, Title Issue Resolution, Creditors’ Rights, Foreclosure, Workout, and Creditor’s Rights
Presenter: Marilyn McSweeney  
Presentation: Portfolios & Eportfolios: How to Demonstrate Your Abilities  
Current Position: Principal, Executive Recruiter, and Career Consultant, The McSweeney Group  

Marilyn has more than a decade of experience as a nationwide executive recruiter. Prior to being Principal of The McSweeney Group, she served as Vice President of Comprehensive Search. In this capacity she provided senior level talent to Fortune 500 companies in North America and Europe, coaching corporate clients in candidate selection, offer negotiations, employee retention and motivation. As a Distinguished Service Award Recipient, she consistently produced the highest volume in her company’s 26-year history. Marilyn has an extensive understanding of what is needed for employers and employees to achieve the mutual fit necessary for success.

Prior to working as an executive recruiter and career coach, Marilyn was a Sales Manager, Senior Sales Representative and Designer in the high-end contract furnishings industry. She was a multiple recipient of Outstanding Sales Performance Awards and taught various professional selling skills programs.

Marilyn is an active participant in the business community as well as local and international services organizations. She is involved in various facets of Rotary International, including Board Member and President of the Holladay Rotary Club. In addition, she is currently on the District Committee for the International Youth Exchange Program as well as serving as past District Chair, Club President and Youth Services Chair. Marilyn volunteers on the Board for Wananavue Kadavu, whose mission is to bring clean water to the villages of Fiji, one village at a time. In addition, she has provided a number of complementary workshops to help the local community.

Presenter: Sam Morrison  
Presentation: Creating a Career Plan that Will Keep You Marketable  
Current Position: Employer Relations, University of Utah Career Services
**Presenter:** Doug Mortensen  
**Presentation:**  
**Current Position:**

Education and Certifications:  
Baccalaureate Degree – Political Science, University of Utah (magna cum laude)  
JD Law, University of Utah School of Law  
Admitted to practice in Utah and Arizona, and before the U.S. Supreme Court, with pro hac vice admissions in WYO., WA., IDA., and NEV.  
Visiting Professor, Masaryk University, Czech Republic (Spring 2012)  
Adjunct Professor: LDS Business College: Business Law & Ethics.

Professional Experience:  
Past President & Lifetime Honorary Member, Utah Trial Lawyers Association (nka Utah Assn.for Justice)  
Chair, Utah Supreme Court Board of Continuing Legal Education (current)  
Member, 3rd District Court Judicial Nominating Commission (2003-2007)  
Expert Witness – in 2 legal malpractice cases  
34 years as civil trial lawyer: 76 civil trials; 11 criminal trials; over 500 settlements of claims and suits  
27 Publications/Presentations in legal journals and/or lawyer seminars

**Presenter:** Jayson Nielson  
**Presentation:** Cover Letter & Thank You Note Gallery  
**Current Position:** Division Director, Accountemps
Kristian J. Olsen is currently the Director of Selection at Northwestern Mutual. Northwestern Mutual is the world’s most admired Financial Planning Firm as recognized by Fortune Magazine. One of the key responsibilities of the role is building a professional network. Which he enjoys. Perhaps this is why there are so many contacts in his LinkedIn account. Kristian is also responsible for the hiring of full time staff as well as interns for the Northwestern Mutual internship program. The internship is considered one of the top ten internships in the country.

Kristian has had an interesting career that has spanned a variety of fields such as marketing and advertising, consulting, higher education, and leadership development. He has lived in such stellar places as Connecticut, New Jersey, Jamaica, the Cayman Islands, Oregon, and Utah. One of Kristian’s favorite accomplishments is while in college he established a club in college that serves those who are less fortunate in the US and Mexico. The club is still active and thriving.

Kristian enjoys doing crazy things such as competing in triathlons, taking classes from Princeton just for fun, or reading thick books he never got around to in college. What are his favorite books? You will have to ask him to find out.

Ron Olson was born in Salt Lake City. He attended East High School and continued his education at the University of Utah. His highlight of his years in college was meeting and marrying his wife Carol Duffin. They have been married for 49 years and have 6 children and 26 grandchildren.

At the age 26 he went to work for an international paper manufacturing company. He was with this company for six years. He then joined with a few friends and they started their own business. After a few years, Ron then bought and sold two other businesses. In the late 1980’s Ron started his own printing company. He sold the company two years ago but continues to act as a consultant for the new owners still today.
Ron is now president of Housing Corporation of America which he bought in 1988. He is involved in the community and has served on the Board of Directors for several organizations.

One of Ron’s favorite positions was serving on the committee for the Winter Special Olympics, which is one of the highlights in his life. He enjoys serving others that are physically and mentally challenged. He loved being involved with the people of Special Olympics.

Ron’s own family has always been very important to him. He can’t remember ever missing a dance program, piano recital, ball game or anything his children were involved in. He claims the real success of a person is how their children turn out in their life.

**Presenter:** John Patterson  
**Presentation:** Cover Letter & Thank You Note Gallery  
**Current Position:** Staffing Manager, Accountemps

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**Presenter:** Valery Pozo  
**Presentation:** Creating an Online Presence That Will Take You to a ‘Hire’ Level  
**Current Position:** Career Counselor, University of Utah, Career Services

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**Presenter:** Judith Rasband  
**Presentation:** Image Management: Impact & Integrity through Positive Self-Presentation, “Image Management: Impact & Integrity through Positive Self-Presentation” Continued . . .  
**Current Position:** Owner, Conselle L.C.; President, Conselle Institute of Image Management

Judith Rasband is founder and director of the Conselle Institute of Image Management with a master’s degree in Family and Consumer Sciences, specializing in the artistic, social, and psychological aspects of dress and image. She has experienced 40 years in the field as an educator, author, columnist, consultant, consumer advocate, market analyst, and video producer. An international authority on image management, she is a speaker, consultant, and coach to private individuals, civic, corporate, government, and academic organizations and associations throughout the U.S. and Canada.
Judi has worked with corporate and association clients such as Texaco, IBM, State Farm, Marriott Hotels, Arthur Andersen, Headstart, The Canadian Needlecraft Association, Century 21, Delta Airlines, Madeleine Direct, Juvenile Courts of Utah, Talbots, Burda, Holy Cross Hospital, First Security Bank, and AT&T. She affiliates with the International Textiles and Apparel Association, the Association of Family and Consumer Sciences, the Association of Image Consultants International, and the Professional Association of Custom Clothiers.

A dynamic seminar presenter, Judi is an excellent example of a successful entrepreneur. An entertaining and inspiring speaker, she brings humor and perspective to everyday image and wardrobe challenges. As an image management professional, Judi is an agent of change with practical and immediately applicable techniques and strategies for taking charge of change.

Judi is author of text and trade books that include Wardrobe Strategies, Quick Reference Guide To Professional Image, Fabulous Fit™, the industry classic Fitting and Pattern Alteration, as well as the award winning videos Lookchangers™ and 5 Easy Pieces™. All are used in schools, universities, and at F.I.T. Her articles and interviews have appeared in such publications as Wall Street Journal, Christian Science Monitor, Ensign, USA Today, Glamour, Entrepreneur, Threads, Image Update, Woman’s Day, McCall’s, Men’s Health, Smart Money, and Parents. She has appeared on television shows such as GMA and Oprah, ABC Eyewitness News, as well as scores of regional news and talk shows.

Judi grew up in Washington State and now lives in Utah—at the base of a 12,000 ft. mountain. She is married to physicist, Neil Rasband. They have four children and eleven grandchildren. In her youth Judi’s life revolved around theater and dance, interests which continue to bring her joy. Judi loves to travel, checking out interesting restaurants and historic homes worldwide.

**Presenter:** Steve Richards  
**Presentation:** Keys to Successful Interviews  
**Current Position:** Employment Resource Services

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**Presenter:** Leslie Robbins  
**Presentation:** Creative Problem Solving—Creating Work that has Meaning  
**Current Position:** English Faculty, LDS Business College
Presenter: Lon Secrist  
**Presentation:** Keys to Successful Interviews  
**Current Position:** Owner/President, Tetra Creative Leasing Solutions

As the first step of his vast and varied professional career, Lon Secrist graduated from the University of Utah with a degree in finance. After graduation, Lon began working at Johnson and Johnson, a global American pharmaceutical, medical devices, and consumer packaged goods manufacturer. He moved to San Francisco when he was promoted to Divisional Manager.

Lon then moved to Salt Lake City, Utah, when he took a position as National Sales Manager for O.C. Tanner Company, the largest recognition jewelry company in the world. He worked with a variety of large and small companies during his time there, and gained tremendous understanding and experience in sales and finance.

Lon eventually left O.C. Tanner to become Vice President of Terra Industries. Utilizing his background in finance, he became a true innovator in marketing lease transactions to small community banks.

In 1986, Lon decided to start his own business. Together with partner Harold E. Turley, Jr., he founded Tetra Corporate Services (Tetra), and the company has now been in business for over two decades. Tetra has conducted business with many Fortune 500 companies, as well as structuring creative leasing options for smaller middle-market businesses. His vast experience in sales, financing, and leasing transactions has contributed greatly to the longevity of Tetra. Lon’s vision and knowledge continues to be a driving force behind Tetra’s success.

Presenter: Joe Sindad  
**Presentation:** Creating an Online Presence That Will Take You to a ‘Hire’ Level  
**Current Position:** Career Counselor at University of Utah

Joe Sindad is the "Tech-Guru" that every Student Affairs office wants...and needs. As a Career Counselor and a recent M.Ed. Educational Leadership graduate at the University of Utah, he has been allotted many opportunities to interact with and advocate for students. Being a Florida native and alumnus from the University of Central Florida, he’s been keen on taking in all of his past experiences and applying what he’s learned to today's educational challenges, such as access and retention. In addition, he’s been referred to as the "Tech Guru" within his office due to his love for technology and explorative educational techniques.
His specialties are technology, social justice, website organization, logistics, resume writing, interview skills, digital branding, and workshops. He hopes to pursue a Ph.D. in Sociology in the near future and looks forward to further developing his early career as a student affairs professional.

**Presenter:** Kathy Skene  
**Presentation:** STEPS to Success: Making the Most of Your Time and Resources at LDSBC  
**Current Position:** Learning Assistance Lab Director & STEP Advisor, LDS Business College

**Presenter:** Sara Slauf  
**Presentation:** Workplace Etiquette: Starting You Job Off Right  
**Current Position:** HR Business Partner, Zions Bank

**Presenter:** Sarah Sorenson  
**Presentation:** Researching Your Way to Job & Career Success  
**Current Position:** Librarian, LDS Business College

Sarah received a BA in English Literature from Southern Utah University and a Masters of Library Science from Southern Connecticut State University. Prior to coming to the LDS Business College in 2011, she worked for the Church History Department answering research questions, creating reference tools, and managing the donation and purchase of new materials for the library, archives, and museum. She is currently the Director of Library and Information Resources at the LDS Business College, where she enjoys helping students with research questions and teaching information literacy strategies. Sarah enjoys reading, traveling, and spending time with her family.
Presenter: Lawrence Stevenson  
Presentation: Elevator Statements that Get You to the Top  
Current Position: Manager Provo Employment Resource Services

Larry Stevenson has been helping people find joy, satisfaction, and better incomes on the job since 1978. He has presented to more than 1,800 audiences in 32 countries. He co-produced 5 publications on job search, career development, and retirement that sold more than 1,000,000 copies in 17 languages. He was technical consultant and featured panelist on the Emmy-nominated PBS series Living Essentials.

Presenter: Barbara Thompson, CPRW, CEIP  
Current Position: Career Counselor, LDS Business College

Barbara Thompson has been a nationally certified professional résumé writer (CPRW) since August of 2008, a nationally certified employment interview professional (CEIP) since March of 2010, and a member of the National Résumé Writer’s Association (NRWA) for three years. She earned her bachelor’s and master’s degrees from Brigham Young University-Provo in human development and relationships. During the last 14 years of her professional development she has frequently found herself using her coaching, advising, researching, teaching, interviewing, and curriculum development capacities to develop and enhance start-up programs for higher education audiences, as well as in other academic and community settings. Before becoming a career counselor LDS Business College, she spent four years significantly expanding the student-powered career preparation mentoring services program offered to students BYU-Idaho. At LDS Business College she assists students in discovering and designing their career paths and presenting themselves successfully to potential employers. In addition, she is currently coordinating the college’s efforts to infuse career education into the curriculum and launch the “Job Certification” program.
Jake Wilson is the Human Resources Manager for the Lodging Division at Canyons Resort. Born and raised in Logan, he found business enjoyable from a very young age. In high school, he was chosen to represent his school at Utah’s Business Week where he was selected by his peers to be President of their “company”. He excelled in the category of Entrepreneurship while participating in Future Business Leaders of America where he served as the Assistant President. After an LDS Mission in San Juan, Puerto Rico, Jake attended Utah State University where he graduated with a BS in Business while playing collegiate baseball. As a representative for his university, he participated in the SEEDS program and started 7 successful business with in Peru with a budget of $50,000 that are still fully functional and profitable today. While in Peru, he also volunteered in the HR department for DanPer Agriculture where he helped develop their employee’s incentive plan which included medical coverage along with running water and electricity to their homes. Jake just started his fifth year with Canyons Resort where he grew in his knowledge of operations. Starting as a Bellhop/Valet, he has worked in positions such as Front Desk Agent, Assistant Manager of Housekeeping, Owner Services Coordinator, Night Accountant, etc. He transferred to Human Resources in 2010 and was excited to be part of helping Canyons win the “Best Place in Utah to Work” award this past year.

Jim is the Service Sales Manager for CCI Mechanical Inc., a $60 million dollar HVAC/Mechanical construction and service organization. Through-out his career, Jim has held many executive positions, including Vice President, President, CEO and successful business founder.

Jim is in demand nationally as a speaker, consultant, facilitator and presenter on subjects such as networking, communication, business strategies as well as selling skills. Bringing a common sense approach and style to business issues, Jim has assisted many individuals and companies to meet and exceed their goals and objectives.