

SOLV



BRAND DISCOVERY
EVENT RECAP

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KEVIN COON

ACCOUNT MANAGER AT SERVPRO & CHAIRMAN OF THE BOARD FOR THE MERIDIAN CHAMBER

PERSONAL BRANDING:

HOW TO NETWORK AND BUILD A LASTING REPUTATION

Kevin Coon is an Idaho native that grew up in Kuna and graduated from Meridian High - Go Warriors! Kevin started his professional career at Norco, where he spent 10 years, tasked with a variety of positions starting on the loading dock as a temp and working up to the Assistant Manager role. Kevin left Norco to pursue a sales/business development role with a family-owned glass business in Meridian, where he spent 8 years helping build their brand and increasing their brand awareness and revenue throughout the years.

Kevin is now an Account Manager for SERVPRO, where once again he is the FNG - friendly new guy. Kevin has 2 wonderful children (Cole and Kinley) that he is extremely proud of, and he spends as much time with them as he can.

“ Your personal brand is a culmination of the experiences, skills, and values that differentiate you from everybody else. ”

- Kevin Coon, Brand Discovery 2023-

IF YOU WANT TO LEARN MORE ABOUT KEVIN AND HIS BACKGROUND, READ HIS SPEAKER PROFILE ON OUR BLOG!



IF YOU WANT TO WATCH KEVIN'S PRESENTATION, WATCH IT ON OUR BLOG!







CHRYSSA RICH

DIRECTOR OF MARKETING & COMMUNICATIONS AT PRIMARY HEALTH MEDICAL GROUP

HIGH-LEVEL BRAND STRATEGY:

BUILDING A EFFECTIVE BRAND STRATEGY FOR YOUR BUSINESS

Chryssa Rich is an Idaho-based marketing expert whose experience spans multiple industries including finance, automotive, agriculture, health care, entertainment and real estate.

She earned numerous awards during nearly a decade agency-side in Austin, Los Angeles and Boise, and in 2013 joined Primary Health Medical Group as Director of Marketing, where she directs brand strategy and all marketing efforts for the group's 23 locations across southwest Idaho.

Chryssa holds a BFA in graphic design from Boise State University and an MA in Advertising from the University of Texas. In her free time, she enjoys camping, biking and traveling with her family.

“ Brand strategy is the holistic approach behind how a brand builds identification and favorability with customers. ”

- Chryssa Rich, Brand Discovery 2023 -

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ANDI BURKE

MEMBERSHIP & DEVELOPMENT MANAGER AT THE MERIDIAN CHAMBER OF COMMERCE

ACTION-ORIENTED BRANDING:

“BOOTS-ON-THE-GROUND” TACTICS

Andi brings her love for serving people to the Meridian Chamber of Commerce as their Membership and Development Manager. Come June, we will recognize her 2nd year with the chamber while celebrating record high new membership numbers. With Andi's help, the chamber has grown from 500 members to 820 in just 2 years. When Andi is not helping chamber members grow their business, she is growing her own business as a NextHome real estate agent. Her past 15 years' experience in retail corporate as a merchandise buyer and inventory analysis has helped shape her to build meaningful relationships, create impactful opportunities and serve her community. She currently sits on the board for the American Cancer Society of Idaho with her amazing fiancé and fellow leaders of the Treasure Valley.

When she is not helping others network, she is raising her two beautiful daughters, playing co-ed Volleyball or hanging out on the lake or near a pool.

“ The small things matter, so stay in front of them. ”

- Andi Burke, Brand Discovery 2023 -

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AND HER BACKGROUND, READ HER SPEAKER
PROFILE ON OUR BLOG!**



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PRESENTATION, WATCH IT ON OUR BLOG!**







JENNIFER COUCH

MARKETING DIRECTOR AT CAPROCK

360° BRAND EXPERIENCE:

DELIVERING YOUR BRAND THROUGH EVERY TOUCH POINT

Jennifer Couch is a marketing and communications expert with over 25 years of experience under her belt. A proud Idaho native, she has worked with a diverse range of industries, including finance, education, resorts, online retail, and wineries. She is currently launching a nationwide marketing campaign for Caprock, a multi-family agency that offers individualized wealth management to over 300 affluent families in the United States.

Jennifer has a degree in Business Communications and has worked with everything from small startup businesses to large international corporations, developing a passion for creating brand awareness and connecting people and businesses on a deeper level. When not busy devising marketing strategies, she can be found running the surrounding foothill trails, golfing, skiing, or cheering on her soccer-playing daughter.

She is passionate about creating 360-degree interactions with brands and has a wealth of knowledge in both digital and traditional channels. You will undoubtedly gain valuable insights and advice on how to elevate your marketing game.

“ Evolve and follow the energy. ”

- Jennifer Couch, Brand Discovery 2023 -

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JENNIFER AND HER BACKGROUND, READ
HER SPEAKER PROFILE ON OUR BLOG!**



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MAKAYLA BEAUDOIN

CREATIVE DIRECTOR & PARTNER AT TUUTI AGENCY

BUILDING A PASSION BRAND

BUILDING A COMMUNITY OF LOYAL CUSTOMERS AND PARTNERS

MaKayla is an Idaho native who was born to build brands. Her technical design background gives her a leg up bringing life to brands with flair and finesse. Her years of experience as a digital designer and marketer in the health and wellness industry has helped her better understand consumer behavior and what it takes to package all the pieces together. After discovering the common denominator of building brand after brand, she joined forces with four other women to start Tuuti, a local creative communications agency. With Tuuti, she was able to make the female powerhouse vision a reality and continues to help a wide variety of clients to reach brand success.

When MaKayla isn't renovating something or changing a space in her house, you can find her traveling with her husband and one-year-old daughter. Her love language is a beautiful summer day on a patio, out drinking a good craft beer.

“ You have to just take it step by step one day at a time and just be kind to yourself and your business. ”

- MaKayla Beaudoin, Brand Discovery 2023 -

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HER SPEAKER PROFILE ON OUR BLOG!**



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RAISED OVER \$500
EXPOSED TO OVER 90
DIFFERENT BUSINESSES



TREASURE VALLEY CHILDREN'S THEATER

2023 BRAND DISCOVERY NON-PROFIT HIGHLIGHT

SOLV's mission statement is "Helping through Excellence, Opportunity, and Service." We believe in giving back to our community's greatest assets, our non-profits.

Treasure Valley Children's Theater is a charitable organization committed to "serving our youth and their grown-ups!" TVCT shapes our community's children and young adults leaders. They go beyond teaching our youth how to "See. Play. Perform.", but also provide them applicable skills and life lessons.

" Through the transformative power of our quality arts programs and core values, we empower youth to realize their full potential and use the confidence gained and skills learned to change the world. "

TOP 10 SKILLS CHILDREN LEARN FROM THE ARTS:

1. Creativity
2. Confidence
3. Problem Solving
4. Perserverence
5. Focus
6. Non-Verbal Communication
7. Receiving Constructive Feedback
8. Collaboration
9. Dedication
10. Accountability

ATTENDEE COMMENTS

WHAT THEY'RE SAYING ABOUT BRAND DISCOVERY 2023

TOTAL ATTENDEES 2023 = 120

110 IN-PERSON ATTENDEES & 10 VIRTUAL ATTENDEES

" I had a great time at the Solv Brand Discovery event yesterday. Kevin Coon with SERVPRO, Chryssa Rich from Primary Health Medical Group, Andi Burke with Meridian Chamber of Commerce, Jennifer Couch with Caprock and Makayla Beaudoin with Tuuti Agency all did such a great job.

I was told that Makayla Beaudoin hadn't presented like that before. She did such a great job!

All the speakers were insightful and shared with us their success and experience with Brand Discovery and management.

I've had such a great time meeting so many great people while representing CMIT Solutions of Boise. "

- Jeremy Swenson | Business Development Manager -



***“ This was the best branding/
marketing event I’ve been to!***

***How can I become a speaker
next year? ”***

- Heather Caledera | Owner | SheisSocial -



***“ The way you guys show up always blows my mind!
Plus, the ‘Brand Discovery Survival Kit was the best idea ever!’ ”***

- Rhea Allen | CEO | Pepperschock Media -



***“ I loved how you tied in supporting
such an amazing non-profit organization
like TVCT ”***

- Shawnda Huffman | CEO & Founder | Tuuti Agency-

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