



IDAHO  
ENTREPRENEUR CENTER

A 501(c)(3) Nonprofit

# IDAHO ENTREPRENEURIAL INSIDER

Official Newsletter of the Idaho Entrepreneur Center

## UPCOMING EVENTS:

### 18 FEBRUARY

Listen to Episode 5 of  
"Entrepreneur Voices"  
with Chad Erikson

### 6 MARCH

Networking Nights  
5 to 7 PM

### MARCH 2025

Start of *Entrepreneur  
Boot Camp*

### 26 MARCH

Cyber Security  
Lunch & Learn  
with WaFd Bank



## CYBER SECURITY LUNCH & LEARN "WHY IT MATTERS TO YOUR BUSINESS"

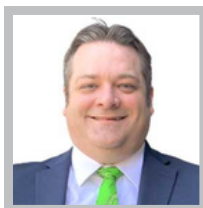
March 26, 2025 | 12 PM

Rexburg City Council Chambers  
35 N 1st E, Suit 3, Rexburg, ID 83440

**Registration Required** – Reserve Your Spot Today at  
[www.idahoecenter.org/events-news/](http://www.idahoecenter.org/events-news/).

Cyber security isn't just a concern for large corporations—it's a critical issue for businesses of all sizes, including small businesses and entrepreneurs. Presented by WaFd Bank and WaFd Insurance Group, this event will equip business owners with practical strategies to safeguard their companies against cyber threats.

### Presenters:



**Hans Eskelsen**  
Vice President  
WaFd Insurance Group



**Bret Belnap**  
Eastern Idaho Division  
Manager VP  
WaFd Bank



Enjoy a complimentary lunch provided by WaFd Bank while gaining essential insights on protecting your business from cyber threats. Cyber risks aren't going away, but with the right knowledge and tools, your business can stay secure and resilient in the digital world. At this event, you'll learn about the biggest cyber threats facing businesses today, simple and actionable steps to strengthen your defenses, and how cyber insurance can safeguard your financial future.

**DONATE** ❤️

For more info on donating and  
benefits, please visit

[www.idahoecenter.org](http://www.idahoecenter.org). We are a  
501 (c)(3) organization, and all  
donations are fully tax deductible.



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The Idaho Entrepreneur Center supports entrepreneurs and small businesses across Idaho. Visit [www.idahoecenter.org](http://www.idahoecenter.org) to learn more and get involved in fostering innovation and growth in Idaho's business community.



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## ENTREPRENEUR BOOT CAMP: REXBURG & POCA TELLO

We are excited to kick off our second round of *Entrepreneur Boot Camp* this March in Rexburg and Pocatello! While exact start dates are still pending, we are currently accepting applications.

### Program Details:

- Locations: Rexburg & Pocatello
- Duration: 6 weeks
- Schedule: Tuesdays & Thursdays (Evenings, In-Person)
- Class Length: 2 hours per session
- Homework: Approximately 2 additional hours per week
- Tuition: \$799 (Scholarships available to cover half the cost, thanks to our sponsor)

This hands-on course is designed to help participants workshop their business and leave with a practical, actionable playbook for success. Applications are now open! Apply today at [www.idahoecenter.org/center/boot-camp](http://www.idahoecenter.org/center/boot-camp). Please share this with anyone who is starting a business and could use expert guidance!



### TENANT SPOTLIGHT

Zen Portable Massage provides on-site **seated chair massage services**, bringing relaxation and productivity **directly to the workplace**. These services help individuals reconnect with their bodies, reduce stress, and improve overall well-being.

**Founder Naomi Asay** has 25+ years of experience. She understands the critical role that therapeutic touch plays in maintaining balance. Studies show that just **15 minutes** of massage per week can **reduce chronic pain**, lower stress hormones, **boost immune function**, improve sleep quality, and **enhance mental clarity**.

Committed to reducing unnecessary suffering and promoting workplace wellness, Zen Portable Massage aims to help professionals achieve **greater productivity with less pain**. Experience the benefits firsthand and create a healthier, more focused work environment. Learn more at <https://portable-zen.com/>.

## UPCOMING GUESTS ON ENTREPRENEUR VOICES



**Chad Erikson**

Chad Erikson is a seasoned business owner with a wealth of experience in business growth and operations. He has built a thriving career in the sports apparel industry and beyond, and in this episode, he shares the lessons, challenges, and successes that shaped his journey. His story is one of vision, determination, and strategic growth. Listen on Spotify!

**The Idaho Entrepreneur Center is a 501 (c)(3) organization, and all donations are fully tax deductible.**

Donate today at [www.idahoecenter.org/support-us/](http://www.idahoecenter.org/support-us/)

