

Small Business Success Day Presenter Biographies

2026

La Grande | Enterprise | Baker City



Lisa Dawson

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As the executive director of Northeast Oregon Economic Development District (NEOEDD), Lisa is an accomplished economic and rural community development professional with over 30 years of experience. Passionate about empowering small business owners and aspiring entrepreneurs, she focuses on business planning concepts that prioritize customer needs and financial viability.

Growing up on a farm in Wallowa County, she brings a deep appreciation for the region to her work. Lisa is recognized as an “Economic Development Finance Professional” by The National Development Council and “Leader in Entrepreneurialism” by the Wallowa County Chamber of Commerce, she continues to facilitate decision-making processes and business planning education for aspiring entrepreneurs.

Session

NEOEDD Funding Opportunities



Sara Miller

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As the Deputy Director of Northeast Oregon Economic Development District (NEOEDD), Sara has more than 30 years of experience providing technical assistance to entrepreneurs, helping them plan, capitalize, and run small businesses. She especially enjoys helping entrepreneurs problem solve and find tools to help them accomplish their goals, from increasing profits to protecting their assets. As a small business owner, she has experienced business disruption and sees the value in planning for business resilience.

Session

Business Resilience & Risk Management



Chantal Ivenso NEOEDD

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Chantal is a Economic Development Specialist with the Northeast Oregon Economic Development District (NEOEDD). She provides business coaching, supports entrepreneurs in NEOEDD's Individual Development Account matched savings program, and organizes events and programs that support the entrepreneurial ecosystem. When not assisting business owners, Chantal enjoys hiking, kayaking and getting lost in art projects.

Session

Host

Peer Exchange: Share a Challenge, Share a Solution



Misty Lambrecht

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Misty Lambrecht is a dedicated Program Manager and Facilitator specializing in business development within rural communities. With a focus on supporting small businesses with access to capital and business planning, Misty is also a CO.STARTERS Certified Facilitator. As part of The Foundry Collective's Reinventing Rural initiative, Misty actively engages and assists local community organizations in strengthening rural economies through entrepreneurship.

Sessions

KIVA: 0% Interest Loans

5 Ways to Improve Profits: Strategic Compound Growth

Enterprise
Only

Jason Stein, L.Ac.

**WALLOWA AVE
WELLNESS
& WELLNESS RENEGADES**

WellnessRenegades.com
wallowaavenuewellness.com/

Jason brings over 25 years of experience in acupuncture, wellness, leadership, and coaching. He helped launch one of the first Integrative Medicine Programs in a Western hospital and served as Chair of Professional Development at the Oregon College of Oriental Medicine. Jason has taught hundreds of small business owners how to make a difference while turning a profit and guided corporations on using meditation to foster workplace flow and engagement.

In 2020, he and his wife, Rachel, founded Wallowa Ave Wellness in the remote town of Joseph, Oregon. Jason now balances patient care, leading business coaching programs through WellnessRenegades.com, and enjoys outdoor adventures like hunting, fishing, and skiing, while exploring the wilderness with his family.

Session

How nervous system regulation improves sales, recruiting, and decision making



Carter Gudell

OREGON FRONTIER INNOVATION HUB

<https://www.oregonfrontier.org/>

Carter, a graduate of Sustainable Community Development from UMass Amherst, is an Entrepreneurial Ecosystem Builder for the Rural Engagement and Vitality Center. After serving in the RARE AmeriCorps program with Visit Central Oregon, he now connects innovative entrepreneurs with business development resources across 10 counties in rural Eastern Oregon through the Oregon Frontier Innovation Hub. Committed to making a positive impact, Carter helps entrepreneurs stay focused on their goals by navigating the resources they need.

Session

Oregon Frontier Innovation Hub: Connecting Entrepreneurs to Resources and Opportunities

**Baker City
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Dave Baiocchi

SPARK & COMPASS

spark-compass.com/

Dave Baiocchi is ready to help you turn the disruption of AI into your strategic advantage. After watching too many organizations get stuck between good ideas and actual implementation, he founded Spark & Compass. Based in Bend, Dave works to support established organizations in technology, higher education, research, and healthcare who find themselves at strategic crossroads with a need to clarify priorities and next steps. Working together, Dave & clients diagnose what's blocking progress and create concrete action plans.

Session

Quick Wins for Business Management Using AI Tools



Stephanie Anderson Stroup

UPHILL EDGE CONSULTING

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Stephanie brings a smorgasbord of experience to the table as a former business owner, operations director, and hospitality professional. With Midwest roots and over 20 years' experience creating, building and selling a business in Oregon, Stephanie brings expertise in small business development, hospitality management, system creation, event production, customer service, and project management. Now residing in Wallowa County, Stephanie consults with owners across the Pacific Northwest to help grow, or retire from, their businesses.

Session

Business Exit Strategies

**Baker City
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Haley Hueckman

RICE & BEANS COLLECTIVE

Facebook: Rice & Beans Baker

TikTok: @riceandbeanscollective

Instagram: @riceandbeanscollective

Haley Hueckman is the owner of Rice & Beans Collective, a fast growing online vintage shop run entirely through social media, where her one of a kind pieces and strong storytelling have built a national and international following. With nearly 15 years of retail experience—including co founding Station 62 in Canyon City—she's passionate about unique, small batch curation and the power of personal connection in online sales.

Alongside her business, Haley serves as the Substance Abuse Prevention Coordinator for New Directions Northwest and is the Chair of the Baker County Safe Communities Coalition, supporting safe and inclusive community events throughout Baker County.

Session

**How I Grew My Online Business:
Marketing Strategies That Boosted Sales and Visibility**



Shari Carpenter, Ph.D., MBA

DDRC MARKETING & EOU COLLEGE OF BUSINESS,

[https://www.ddrc.agency/
EOU Profile Page](https://www.ddrc.agency/EOU%20Profile%20Page)

Dr. Shari Carpenter relocated to eastern Oregon from the Midwest, where she grew up on a dairy farm and developed a love of horses. After earning her degrees from Purdue University, she founded DDRC Marketing, an advertising agency, and discovered a passion for marketing, human motivation, and martial arts. A 2nd Degree Blackbelt in Chung Moo Doe, she has also taught martial arts and self-defense.

Now active in the local ranching community and regional Ranch Sorting competitions, Dr. Carpenter teaches at Eastern Oregon University. She brings her business experience and enthusiasm for marketing and human motivation to the classroom, helping students build practical skills for their careers.

Session

Simple, Effective Marketing Strategies for Entrepreneurs



Shannon Madsen

SMALL BUSINESS ADMINISTRATION- BOISE OFFICE

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Shannon Madsen leads the SBA's Boise office as District Director, overseeing SBA programs and services. Her experience includes international trade with the U.S. Commerce Department and facilitating investment in rural communities with USDA Rural Development. She is committed to improving the viability of startups, growth of existing companies, and Idaho's and Oregon's economic climate. Shannon holds an MBA from West Texas A&M University and a BA from Eastern Washington University.

Session

SBA Benefits for Small Businesses