

If you have been around the eastern Idaho business community for any length of time, you are probably familiar with Park Price. As Park prepares to retire from his role as President of Bank of Idaho in June, we thought this would be a great time to reflect on his long career. In preparation for our upcoming **CEO Speaker Series Event - An Afternoon with Park Price**, I sat down with Park to find out a little more about the man behind Bank of Idaho.

The thing I found most inspiring about Park? His passion for people. How much he values the experiences, thoughts and hard work of others. *“There are wonderful business people in this area. Caring, passionate people that want to do the right thing. I love that.”* When asked how his experience with the Federal Reserve Bank helped him to grow as a leader he replied *“I learned how to be open to suggestions. Everyone is important. Be open minded. Always learn from people. Get people to willingly share their true thoughts. Then you can make the best decisions possible given the circumstances. Value everybody. See them, talk to them. How can we be better?”*

Park Price has a passion for education and economic development. As a banker, business leader and an entrepreneur, Park realizes the importance of having an educated workforce and opportunities for work. That is what builds strong businesses and strong communities. He has put his energy into these passions through work with organizations like Jobs for Idaho, the San Francisco Federal Reserve Economic Advisory Council, Grow Idaho Falls, and now REDI – Regional Economic Development for East Idaho just to name a few.

Park was raised in eastern Idaho and worked in the family business, Park Price Motors in Pocatello throughout high school before heading to Dartmouth College in New Hampshire. *“I took a 3 day train ride to New Hampshire. I had to work hard.”* After college, Park’s dad encouraged him to get experience in a job outside the family business. Park was hired by General Motors Holding Company, providing capital to young entrepreneurs to start dealerships. He worked in Atlanta, Chicago, Washington DC, Detroit and Los Angeles becoming the Investment Manager for US, Canada and Europe. In 1979, Park’s father decided it was time to retire and the Price family returned to Pocatello to raise their family. *“I loved that in a town like Pocatello you can do more than in a corporation. Make a difference locally. Put down roots.”* Park ran the dealership until 2003. Service with the San Francisco Federal Reserve Advisory Board, and as a member of the Bank of Idaho Board of Directors later turned into a “temporary” turn as Bank President 11 years ago.

I asked Park to share with me a “WOW” statistic for Bank of Idaho. He shared that in order for community banks to remain relevant they had to have leading edge technology. It has to be easy to do business online and with tele banking. There has been a complete remodel of all of their branches and the bank has adopted a “no teller line” strategy, instead utilizing universal bankers that can take care of any general customer needs. *“The Bank has doubled in size since I joined back 11 years ago. It’s been fun to watch that.”*

When I asked about Bank of Idaho’s choice to be a member of the Greater Idaho Fall Chamber of Commerce, Park responded *“In order to run a good company, you have to have a business environment that’s growing and healthy. The Chamber is primarily concerned about the overall health of the business. Small businesses don’t have a voice, but the Chamber with its many voices have the ear of the local legislators and state executive folks. The Chamber provides the ability to talk to other business owners about common problems. It’s beneficial to talk with other business people you respect and know who are also trying to run successful organizations.”*

Looking back, would he change anything? *“I never give much thought to what if’s. I don’t think I would have made decisions differently because of the great guidance I received. When you think about what success is, it’s not about the money. Be proud of who you are, what you’ve done. Have a large group of friends and a wonderful family. Those are the most important things in anyone’s life. I have been very blessed.”* I can’t wait

for you to hear from Park first hand. I hope you join us for our CEO Speaker Series – An Afternoon with Park Price.