

CEO Speaker Series

THURSDAY, March 3, 2016

3:00 pm - 4:00 pm

ARTitorium on Broadway

271 West Broadway

Idaho Falls

An Afternoon With

Nate Eaton

News Director, EastIdahoNews.com



EastIdahoNews.com is a 24-7 website bringing you comprehensive news, information, photos, and video. It covers Idaho Falls, Rexburg, Pocatello, Blackfoot, and everywhere in between.

EastIdahoNews.com News Director, Nate Eaton, began his journalism career reporting and anchoring at KIDK 3 in Idaho Falls. He eventually moved to WRIC TV in Richmond, Virginia, where he covered some of the biggest stories over the past decade. He was there when the DC sniper was executed, was on-air over five hours after a powerful earthquake rocked the East Coast, and he's reported on the tragic Virginia Tech massacre. He's covered presidential visits, multiple hurricanes, and is known to measure snow using Kit-Kat bars.

Nate is a two-time recipient of the prestigious Edward R. Murrow award and has been recognized with over a dozen other awards. The Virginia Associated Press named him "Outstanding Reporter of the Year" four times. Nate's stories have aired nationally on CNN, FOX News, ABC, CBS, "Anderson Cooper 360," "Dr.

Phil," "Nancy Grace" and "The Doctors."

Nate graduated from Brigham Young University-Idaho and served a two year LDS mission in Australia. Nate and his wife Erica are the proud parents of a little girl (Emerson) and little boy (Everett). The world watched the Eaton's announce their second pregnancy with a Taylor Swift parody music video that quickly went viral. You may have seen it on "Good Morning America," "TODAY," and dozens of other programs.

Nate may be the only person in the world who's been a contestant on both "The Price is Right" and "Let's Make a Deal." Dressed as a banana and sock monkey, he and Erica won the "Big Deal" by picking curtain No. 3! Outside of TV, Nate is busy chasing around his kids and spending time with family. He's an active runner and has completed the Richmond marathon twice!



Michelle Holt CEO
Greater Idaho Falls
Chamber of Commerce

CEO One-On-One

“The Chamber of Commerce is an institution that creates synergy between business and people on a local level, no matter how big or small. Their advocacy on behalf of business on legislative issues is so important.”

EastIdahoNews.com launched in July of 2015, and over the last seven months has made a significant impact in the online news arena. Nate Eaton started his reporting career in Idaho Falls working for KIDK as a reporter and anchor. After three years he left Idaho Falls for the ABC News affiliate in Richmond, Virginia, and thought he'd never be back, until a surprise phone call with an innovative business concept changed everything. In preparation for our upcoming **CEO Speaker Series event - An Afternoon with Nate Eaton**, I sat down with Nate to find out a little more about this new CEO on the challenges of launching a brand new company, brand, and product.

Over the last 18 months I have had the pleasure of interviewing CEO's who have long established themselves in reputation and execution as leaders, having a minimum of 15-20 or more years of operations experience behind them. Nate Eaton provides a refreshing look at leadership through the eyes of a first time CEO leading a brand new organization. When presented with the business concept and the idea of moving back to Idaho, Nate's first reaction was *“No way... but what if?”* The challenge of being given freedom and resources to just go and figure out a niche was too much for Nate to resist. *“Frank [VanderSloot] is visionary. His only direction was ‘Make me a good product’.”*

“I never imagined we'd be this far this quickly. A few big stories brought people to the site and we had interactive, instant engagement with millions of page views.” When I asked him about how he determines the best steps forward for a new company in a new market, he immediately responded *“Trial and Error.”* Continuing on to clarify what might have sounded a bit naïve, he said *“Because of the online nature of our site, we can see demographic data immediately. Instantly we have a pulse on what is resonating with people and can respond. We have to be able to pivot fast.”*

When Nate started out in reporting *“There was one computer available in a newsroom accessible to Facebook. Then came Twitter and Instagram and others. Today more people get their connection to new stories through their Facebook feeds. When a story makes them feel good or makes them angry, it results in sharing. We go where our audience is and report on what they professionally want us to follow.”*

When asked what he would do differently if he could start over knowing what he knows now, seven months later, he responded *“We were unprepared. The second week of operations, DeOrr Kunz went missing. The story was huge. Suddenly nobody can get onto the website. There were 3,000 people per second trying to get to the story.”*

Media is a very different industry than many other businesses. Eaton's most important business principle? *“Be Truthful and get it right. Be open and honest. We've made mistakes, but we own them. Are we edgier than other media? Yes, and that's OK, as long as we get it right. People may say that we're too tabloid like, but NOT untruthful. The most important thing is to be ethical.”*

His advice to young professionals looking for mentorship? *“Take the shift nobody wants to take. Do the grunt work. Never think that the ideas you have are too far out there. I became know for the Kit-Kat-O-Meter for measuring snow accumulation! There is a little bit of gold in every idea.”*

I hope you will join us for An Afternoon With Nate Eaton, our March CEO Speaker on Thursday, March 3rd.

**CEO Speaker Series
Presented By:**

