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Billings
Billings Chamber of Commerce
Convention and Visitors Bureau



Northwestern Mutual
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BILLINGS CHAMBER/CVB
Roche Jaune Awards
FOR BUSINESS EXCELLENCE

*A community
event*
October 24, 2013

Big Horn Resort

6:30 p.m. - 7:00 p.m.
Cocktail Hour and
Hors d'oeuvres
7:00 p.m. - 9:00 p.m.
Awards Celebration



Tickets: \$25/person
R.S.V.P.: (406) 245-4111 or
info@BillingsChamber.com
More details available at:
www.BillingsChamber.com



The Billings Chamber of Commerce/Convention and Visitors Bureau, and Northwestern Mutual, present the recipients of the 2013 Roche Jaune Awards for Business Excellence. In its seventh year, these awards honor the incredible people behind our progressive community. Recipients are nominated by their peers and nominations are evaluated by a committee of local business representatives using a scoring system. It is an honor to be selected, and we are pleased to share the 2013 recipients with you in the following pages.

We invite you to join us in celebrating these outstanding individuals and businesses who make Montana's Trailhead such an ideal place to live, work and play. The awards will be presented during a ceremony at the Big Horn Resort on October 24. Please call (406) 245-4111 for tickets and information.

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BILLINGS GAZETTE
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Lifetime Achievement Recipient

JAMES C. SOFT, CFP, M.A., M.S. is President Emeritus of Yellowstone Boys and Girls Ranch Foundation in Billings, Montana and brings over 40 years of experience in the charitable sector. He held the Presidency at Yellowstone Boys & Girls Ranch Foundation from 2002 through 2012. He is a Certified Financial Planner® and holds a Masters in Personal Finance from the College of Financial Planning and a Master's degree from Dallas Theological Seminary. Jim is the principal of James C. Soft and Associates, offering planned giving consultation and mentoring for charities with new or established planned giving programs. He has consulted for nonprofit organizations on a local and national level. As his brother, Loren Soft, shared, "As history and work product shows, Jim not only became extremely knowledgeable of the numerous planned giving instruments but also mastered the complex tax codes governing these instruments which enabled him to provide unique tax and income benefits for his clients and at the same time build a financial foundation for the future of Yellowstone Boys and Girls Ranch."



JIM SOFT

Yellowstone Boys and Girls Ranch
Foundation



Jim Soft is a current board member of the American Council on Gift Annuities and a former director of the Montana Nonprofit Association. He served as a board member for Charitable Accord, largely responsible for the passage of the Philanthropy Protection Act and the Charitable Annuity Antitrust Act. Also, he was instrumental in the design and development of Montana's unparalleled Tax Credit for Endowed Philanthropy and currently is a member of a national ad hoc group working toward extending and enhancing federal charitable IRA incentive legislation. The Chamber/CVB board, in their selection of Jim for the Lifetime Achievement award, explained that "the Billings Community is very fortunate to have someone of Mr. Soft's caliber and caring for those in need. The entire State of Montana will benefit from his work - he has made Montana a better place to live. Jim Soft's mark on our community and state will be felt for many years to come!"

Jim began his association with Yellowstone Boys and Girls Ranch as a

college student, working summers at the Ranch. After completing his education and spending two years playing semi-professional basketball and two years in the securities / insurance business, Jim was hired by Franklin Robbie with a specific goal in mind - create and build endowment for the long-term financial security of Yellowstone Boys and Girls Ranch. Thus began Jim's career specializing in charitable planned giving and endowment building. Jim and Yellowstone Boys and Girls Ranch Foundation continue to bring financial and estate planning expertise to their donors.

In January of this year, after 42 years, Jim stepped down from his role as President of Yellowstone Boys and Girls Ranch Foundation, in part to spend more well-deserved time with his wife Linda, his son Max, his daughter Brooke, and their families. However, he is still working on a half-time basis doing what he loves best - helping families with their financial plans, while making our community a better place.

The Education Foundation for Billings Public Schools
CONGRATULATES
Krista Hertz
Recipient of the
2013 Roche Jaune Civic
Leadership Award



EDUCATION
FOUNDATION
BILLINGS PUBLIC SCHOOLS
415 N. 30th St., Billings, MT 59101



Business Person of the Year

Buffy Stiles is a born and raised Montanan. Her compassionate nature and love for people was a perfect fit for her career in healthcare. As her nominator said, "She LOVES what she does!" A Kalispell graduate, Buffy attended FVCC and subsequently met her soul mate, Rick. Accepted into the Radiologic Technology program in Great Falls, Buffy spent two years learning Radiology & subspecialties, where her love for ultrasound began. They moved to Colorado Springs, CO where Buffy attended an Accredited Ultrasound work-study program. After passing her ultrasound medical boards and earning credentials RT(R), RDMS, RVT; they headed back to Montana. For 18 years Buffy was senior staff Sonographer at Billings Clinic.

Buffy's dream and vision to create an Independent, dedicated ultrasound

imaging center called Picture Perfect Ultrasound became reality in March 2012. Since then she has provided personalized patient care and ultrasound imaging to men, women and children. Beyond being CEO/Owner and Lead Sonographer at Picture Perfect Ultrasound, Buffy created other programs serving the Billings region. One such program is Healthy Montana Wellness Screening; a preventative healthcare event held three times annually in Billings. HMWS is a collaboration of local medical providers offering health screening services such as lab, general health evaluation, ultrasound, etc. In addition to outpatient ultrasound imaging services at Picture Perfect Ultrasound, Buffy created a mobile ultrasound service providing technology to elder care facilities, detention centers, outreach clinics, etc.

Buffy shares her 20+ years' experience in ultrasound by educating and being active in the community and healthcare networks. Her nominator shared that "Buffy has numerous written accolades from patients who both appreciate and rave about her "bedside manner" for treating them with the utmost respect and care. She is more than willing to go the extra mile to make sure a person is comfortable and understanding what the procedure to be completed is all about."

Her out of the box thinking and proactive attitude help this entrepreneur, wife and busy mother of three stay balanced. Buffy credits her success to hard work, faith, love and support from her husband Rick, their children, (Krueger, Konnor and Kiara), family & friends.



BUFFY STILES

Picture Perfect Ultrasound



Congratulations Roche Juane Winners!

Kassia Lyman
Outstanding Customer Service

Larry Seekins
Volunteer of the Year

We are so very proud
to have you on
our team!



Billings Family YMCA
402 North 32nd
Billings, MT 59101
406-248-1685
www.billingsymca.org

it's Billings

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Supervisor of the Year

Sheri Boelter, executive director for Tumbleweed, is known for her innovative, cost-effective and well-managed programs. She has extensive administrative and management experience with non-profit agencies. Sheri has long been committed to serving the needs of youth and has been an inspiration to many agencies in her strategic direction and extraordinary vision. Sheri has served on numerous groups for homeless populations including Montana State Continuum of Care, Mayors Council on Homelessness, Montana State Coalition for the Homeless, and Billings Area Resource Network – Local Continuum of Care. Sheri takes a stand on being intrinsically committed to the well-

being of people and is deeply inquisitive and cares about her community. Her nominator described her as, “one of the most pure and authentic people I’ve ever had the pleasure of meeting. Sheri has an impeccable vision for the homeless youth population in our community and shares this vision with her employees on a transparent, passionate and authentic level.”

A native of Billings, Montana, Sheri graduated from New Mexico Highlands University with a master’s degree in social work. Sheri also is a certified mediation counselor and certified community action professional. She is dedicated to making positive change in the lives

of youth by fostering the growth and development of Tumbleweed. Explaining why she was nominated for this award, her employee/nominator explained, “She is the best supervisor I have ever had because she listens more than she speaks. My words are valued by her and she always makes it known how significant I am and that the work I do matters. She makes all of her employees feel important and treasured, whether it’s a positive comment on the progress of our work, or substantial guidance offered. I speak for the rest of the staff here in saying we really couldn’t ask for a better supervisor, leader and mentor.”



SHERI BOELTER

Tumbleweed



*Yellowstone Boys & Girls Ranch
Foundation congratulates
JAMES C. SOFT
Recipient of the 2013 Roche Jaune
Lifetime Achievement Award*



JAMES C. SOFT
CFP, M.A., M.S.
President Emeritus

We thank Jim Soft for over 40 years and counting of outstanding service to charitable estate planning donors, troubled children and the Billings Community.

We invite you to join us in celebrating Jim’s achievement.



YELLOWSTONE
Boys and Girls Ranch Foundation

Investing in the Lives of Troubled Children - A Legacy of Caring

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Tourism Excellence

Ginny Hart has worked in the hospitality business for 23 years. During that time, she earned the title of Certified Hospitality Administrator from the American Hospitality & Lodging Association. Her experience and competence led her to serve on numerous boards – several terms and multiple roles on the boards of the Yellowstone County Lodging Association and the Billings Tourism Business Improvement District. She currently serves as the hospitality liaison on the Billings Chamber of Commerce Board. To all these roles, she brings balance through professionalism and the uncommon ability to gracefully keep things moving and on track – a rare and valuable skill. According to her nominator, “She is able to look at the big picture and understands that what is good for Billings, even if it has no direct effect on her hotel, is good.”

Ginny was raised in the Billings area and attended Billings’ schools. She married Gary 33 years ago and they raised their son and daughter here – both now grown in successful careers of their own. Gary works in the transportation industry, but has also been seen in a supporting role more than once at the Resort and with their beautiful grandchildren. They are a ranching family with solid values and simple priorities.

Ginny cares deeply and works devotedly toward the growth of her business and the growth of this community. She firmly believes that as Billings expands, it will support an increase in businesses and jobs. She is encouraged by the steady growth of the Billings area and wants to contribute to its development into a destination that attracts both businesses and tourists. Her nominator shared that “She inspires me to be a better person, a better manager, and a better citizen of Billings.”



GINNY HART

Big Horn Resort



Billings Chamber of Commerce
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Civic Leadership

Krista Hertz is the Executive Director of the Education Foundation for Billings Public Schools. Krista began working with the Education Foundation in 2007. Prior to that, Krista taught business education for several years. Her passion for creating opportunities for students through community support began from her personal experience as a student. Krista grew up in Chinook, MT and graduated from Chinook High School. Lloyd Sweet provided funding for a scholarship program that allows students to attend college. Krista was a recipient of a Lloyd Sweet Scholarship and quickly realized the importance of his gift to her education and to many other graduates.

The Education Foundation has grown since its beginning in 1988 and continues to stay focused on the mission of promoting excellence in education by providing opportunities and resources to students in Billings Public Schools. The Foundation is separate from the school district, and is a non-profit organization governed by a board of directors and staffed by an executive director and event coordinator. Krista Hertz began as the Partners in Education program director in 2007 and became the Executive Director in 2009. Through strong leadership over the years, the Education Foundation continues to make a direct impact on student learning and growth. As her nominator summarized, “Improving the public school system, increasing the percentage of graduates and improving ‘college and work readiness’ improves quality of life in the area. Krista has been doing just that for a while, and has impacted literally thousands of lives positively.”

Outside of the Foundation, Krista spends her time with her family, Jason, Jon and Zach, at school, sporting and other family activities. Krista has a passion for career and technical education and seeing every child has an opportunity to receive a strong education that prepares them for today’s workforce, challenges, and opportunities. “[Krista] is a positive force for education and the many thousands of kids graduating from Billings SD-2,” her nominator shared, “She is an absolute pleasure to work with and makes being involved in the Foundation even more satisfying.”



KRISTA HERTZ

Billings Education Foundation



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Employer of the Year

First Montana Title has been in Billings since 1954, offering closings and title policies for any real estate transactions in Yellowstone County. Kelly and Quinn purchased the company in 2005. Quinn had been in the title insurance business right out of college with a national company and Kelly had sold the family farm in Opheim and was thinking about retiring down south. Billings was as far south as he got, as Quinn talked him into investing with him to purchase a local title insurance agency: First Montana Title. So instead of son learning farming from dad, it was dad learning title business from son!!! Quinn is the Manager and Kelly is the Public Relations Director and together they're described by their employees who nominated them as "hard-working, open, honest, supportive, encouraging, dependable, and good hearted." First Montana Title is a family business and considers everyone that works for them as part of that family. They employ 19 total employees and most summers have a couple college students help out. They work together as a team and try their very best to make the home buying process as easy and stress free as possible for their clients. The nomination proclaimed, "[As employees], we are proud of the company that we work for because we know how much we give to the community. We may be small, but we are mighty!" First Montana has two locations...204 N. 29th Street in Downtown Billings and 2800 Central Avenue on the west end. Stop by either office anytime to visit!



First Montana Title Company
Of Billings



Customer Service Excellence



KASSIA LYMAN

Billings Family YMCA



Kassia Lyman has been with the YMCA for four years. She is the Wellness Coordinator and manages the fitness floor, Personal Training, and the LIVESTRONG AT THE YMCA Program. Kassia works with individuals of all fitness levels, and motivates them to reach their goals. Her nominator described that "Kassia is an inspiration to her fellow staff members. She encourages us all to better serve our community and leads by example." She holds three YMCA certifications, and has taken 10+ courses through the Y-USA program to promote personal growth and to stay up to date on the ever-changing fitness world.

Kassia manages the LIVESTRONG AT THE YMCA program and puts her heart and soul into it. She created a welcoming environment for cancer survivors in the Billings community by creating a component to the program called "Motivational Wednesday." Each Wednesday session is reserved for sharing challenges the participant's face, but the session also includes a time for sharing the things that motivate them to carry on and take charge of their lives. "It is sometimes a difficult job working with cancer survivors, but Kassia treats all of her clients with dignity and compassion," her nominator explained. "Because of her kindness and encouragement, the graduates from her program become empowered to take charge of the other aspects of their daily lives."

Kassia volunteers her time for community events and health fairs to promote healthy living and is a member of the Y's annual campaign committee. The Billings Family YMCA has over 15,000 members and Kassia has touched countless lives with her passion and dedication.

Kassia has been married to her husband, Donnie for four years and they just welcomed home their first child in late July of 2013. She greets everyone with a smile and a kind word, and conducts herself with professionalism and courtesy."

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Adult Volunteer of the Year

Known for introducing Pickleball, the fastest growing sport in America, to Billings and Montana, Larry volunteers over 600 hours a year of his time and skill creating an outstanding Pickleball program at the Billings Family YMCA. Several members of the YMCA team are nationally ranked and have won many medals at regional and national tournaments. Billings will be represented with 10 players at the National Tournament this November in Arizona. He also introduced Pickleball eleven years ago to the Big Sky State Games where he and his wife April have been the Pickleball Commissioners.

Larry grew up in Cody, Wyoming. He retired in 2000 after a career with the United States Forest Service. He and April have three daughters and eleven grandchildren. Larry sees volunteering as simply “doing what you like to do” and “doing what you think needs to be done!” His nominator describes him as “a man of strong faith. He has great compassion and empathy for his fellow man, and always thinks the best of people. When he finally retired from the Forest Service, they awarded him with a crystal plaque that says, ‘A man who made a difference.’ This is a testament to his leadership and vision.”

Their full and busy lives have experienced hosting exchange students, caring for foster youth, being 4-H leaders, leading church youth groups, serving as a school board member, serving in Kiwanis International, helping create the Sahara Park Neighborhood Network and helping form a Neighborhood Watch organization. He has played the bass fiddle for church worship teams for over 30 years in the communities they have lived. He helps senior citizens with grocery shopping and repairing their homes. He has helped young families in desperate situations recover and set new, positive directions in their lives.

Larry's Laws of Life are:

- Learn - From God, others, opportunities and experiences!
- Laugh - At myself. It is good medicine for my mind and body.
- Love - It is what it's all about. Loving God, others and myself.



LARRY SEEKINS

YMCA & Community Volunteer



Youth Volunteer of the Year

Boping Kang moved to the U.S. from China at the age of 12. She attended Northridge High School through the 11th grade in Tuscaloosa, Alabama. At Northridge, Boping participated in Key Club, French Honors Society, National Honors Society, Science Honors Society, Mu Alpha Theta, Northridge Mentors, and Northridge Ambassadors. She has lived in Billings for 4 months and is currently a senior at Billings Senior High School. Since this school year is slowly starting, she plans to get involved in the extracurricular activities that she was a part of at her old school. When Boping has spare time, she likes to read, play the piano and go hiking with her family. She loves spending time with family, and tries to do so whenever she has the chance.

Boping volunteered as a pianist at two nursing homes in Tuscaloosa, Alabama. Therefore, the first thing she did after moving to Billings was to find somewhere to volunteer. She started volunteering as an escort at Billings Clinic on June 21, 2013, two weeks after her feet first landed in Billings, Montana. Her nominator expressed, “Upon relocation, she approached us hoping to volunteer her time this summer, and we’re so very lucky she did. She proved to be an amazing asset to our patients. [Boping] was kind and caring for her patients, and so in this gentle way, she was an invaluable asset to our community.” Boping started escorting patients independently after watching her colleagues for just two or three days. She enjoys communicating with patients, asking how they are doing and seeing their faces shine at the moment they see the daylight. Boping loves volunteering at Billings Clinic and is glad that she can help somebody with her own strength. Patients’ smiles are the biggest gifts to for her. Her nominator went on to share that “[Boping] isn’t a leader in the typical ways one might associate with leadership, however, she leads by setting the bar unbelievably high for her peers, both in her time commitment and the quality of her volunteerism. She’s clearly wise beyond her years, and the maturity and compassion she displayed in her interactions with our patients was simply remarkable.”



**BOPING (JENNY)
KANG**

Billings Clinic Volunteer



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Roche Jaune Award for Excellence

Dr. Larry Severa has worked at Billings Clinic as a family physician since 2006 specializing in geriatrics and Alzheimer's care. He provides office visits to the community and he travels to area nursing homes and assisted living facilities. He currently serves as Medical Director of Eagle Cliff Healthcare Community and Butterfly Homes Assisted Living where he plays an active role in the facility. He oversees the facility practices and promotes overall quality assurance. He enjoys educating facility staff members through in-service programs on a variety of topics. Dr. Severa is extraordinarily available to facility staff for whatever needs may arise to meet the needs of patients. Furthermore, Dr.

Severa and his family attend and endorse events at the facility. As his nominator said, "Dr. Severa is a man of character and consideration. He leads by example and believes in education and opportunity for all."

The nominator went on to explain that, "Dr. Severa's true passions are rooted in serving patients with Dementia and in his dedication to the Big Sky Honor Flight program." One of Dr. Severa's most distinguished community service affairs is his loyal commitment to the Big Sky Honor Flight. He has been on all five flights based out of Billings and served as the Medical Director and physician for the veterans aboard. Dr.

Severa was instrumental in getting one of his patients from Eagle Cliff Healthcare Community on one of these flights in May of this year. Not only does Dr. Severa volunteer his time and expertise, he personally finances his own travel expenses.

A notable accomplishment that Dr. Severa has earned is his Degree of Fellow with the American Academy of Family Physicians. The healthcare field has recognized Dr. Severa for his healthcare based community service, education, research and continued professional development.



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DR. LARRY
SEVERA

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