



BBBT Podcast Transcript



About the BBBT

The Boulder Business Intelligence Brain Trust, or BBBT, was founded in 2006 by Claudia Imhoff. Its mission is to leverage business intelligence for industry vendors, for its members, who are independent analysts and experts, and for its subscribers, who are practitioners. To accomplish this mission, the BBBT provides a variety of services, centered around vendor presentations.

For more, see: www.bbbt.us.

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Guest(s): Scott Humphrey, Founder

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Audio link: [Humphrey Strategic Communications Podcast](#)

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Claudia Imhoff: Welcome to this special edition of the Boulder BI Brain Trust podcast. I'm Claudia Imhoff and I'm here in Grants Pass, Oregon, at the Humphrey Strategic Communications annual Pacific Northwest BI Summit. I'm pleased to have the opportunity to interview each of the vendors attending this event.

CI: With me is Scott Humphrey. He is the founder of Humphrey Strategic Communications and the Pacific Northwest BI Summit itself. Welcome, Scott.

Scott Humphrey: Thank you very much, Claudia. It's great to see you again.

CI: I love this event. It is my favorite event of the year. I've got to ask you, what's your favorite part?

SH: I think the favorite part is the extended conversations that folks can have, maybe outside the conventional conference room setting where we're not having 15 minute discussions. We're having hour discussions on topics. Get a little deeper not only on the technology but just how it applies to all the companies that attend the event.

CI: It's my favorite part, too. What I find so interesting and something that is so unique to this event...You don't get that at any other conference that I can think of. People don't come in, do a talk and blow out of there. They stay for the whole event. It starts Thursday night. They stay until Monday morning. It's one continuous event, really, where everyone's very close. They're talking to each other. They're sharing ideas. Even though they are competitors outside of this event, nobody holds anything back, wouldn't you say?

SH: I would. Thanks to you and the other experts who attend the event, we've been able to attract thought leaders within these vendor organizations who are willing to check their business card at the door, if you will, and just contribute to the overall conversation and good of what BI is trying to accomplish. I also find it very unique. It's by invitation only, so again, with your folks' help we select individuals within organizations that can contribute, because with a group of just 20 odd in a room together and together for four straight days you need a group that can mesh or things can turn sour a little bit.



CI: Well you could always be voted off the island.

SH: You definitely can.

CI: The other thing that I think is absolutely superb, and I don't know how you hit on this place, the Weasku Inn. I have to give them credit. The caterers, as well. The care that people have. This is a remarkable place on Earth. I don't think I've ever seen anything like this place. It's just unique.

SH: And thank you. I will tell the staff at the Weasku that, as well. We've worked hard to find a property like this, one where you take it over in its entirety so that...Both for the business side and the social side, you're in a contained environment. So, as you said, it's breakfast through the end of dinner and the end of evening entertainment that folks stay together. I think it is unique and people enthusiastically support the concept, we have about a 90 percent return rate.

CI: Oh my gosh. They're clamoring to come.

SH: And it's great that you and Colin as the founding members 12 years ago, along with me. We have vendor organizations that have been here 10 plus years. So while there's some challenges to keep things fresh, it's very gratifying that these people are willing to come back and spend not only a couple of business days but a couple of weekend days, as well.

CI: Precious weekend days. You bet. The other thing that you've done to keep it fresh, are the fun events. Let's talk about those a little bit. You all...I don't know how you do it but you come up with something unique every year. We did our kayaking down the Rogue River. I'm looking at the Rogue River right now out my balcony. That's almost become a staple in some ways. You've got to do something on the Rogue River. You either go down the fast boats or you do the kayaks or the rafts or whatever it is. But then you also sprinkle in these unique and oddball things. Last year we did glassblowing. Who would have guessed that that was as much fun as it was it was, right?

SH: Yeah, exactly. When I started the event, one of the ideas was, A, to showcase the state of Oregon where not a lot of us are from. I'm a transplant from Silicon Valley about 20 years ago. And I feel I can show



some of the great things about the state to all of my friends over the course of four days and over the course of 12 years that you'd like to see. So Crater Lake, the glassblowing, fly fishing, kayaking, jet boating, the Ashland Shakespeare Theater, some of the local wineries. Just showcasing the local area, give back a little to the local economy, and all the while keeping the group together so that there's no forced networking. It's all very natural here.

CI: It is. It is. And what I find is when you first get here people just have to kind of let go of the mantle of their business and they do. They almost immediately relax. It's such a welcoming area. How can you not relax? Now I've got to ask you, what's tonight? Because tonight's kind of a special night. Again, you've come up with something unique.

SH: It is. Thank you for that. We'll be having, showcasing one of the real pleasures of the state of Oregon, which is blues. One of the best blues musicians in the state, Lloyd Jones, will be playing during our appetizers this evening. That's going to be wonderful. And then we'll be having a big cedar plank salmon dinner, local caught out of the Rogue River.

CI: My favorite.

SH: And then the highlight to the evening will be our benefit poker game we do every year to benefit a charity. This year it'll be for the Sloan-Kettering Cancer Center. Michael Whitehead of WhereScape will be running the marathon and will be raising thousands of dollars tonight for the good of that cause.

CI: And I'm ready to lose my money.

SH: And we're ready to take it.

CI: All right. And with that, I will say, that's it for this session. Scott Humphrey, it is always a pleasure to talk to you. Thank you so much.

SH: Thank you, Claudia.

CI: Thank you for listening to this special edition of the BBBT podcast, and thanks to Scott Humphrey for giving me this opportunity and for hosting the Pacific Northwest BI Summit.