



# Montana Agri-Women

Annual Meeting  
March 18, 2023 ~ Great Falls, MT

Presented by



## Lunch Speaker - Lori Cox, Founder Eight:18 Strategy

### *About Lori*

From her fifth grade year when they asked, “What do you hope to be when you grow up?”, Lori knew she wanted to run a company. Growing up in agriculture in the heart of the Montana Judith Basin, she brandished competitive drive. From FFA, to showing horses and cattle, to public speaking, she quickly became versatile in her skillsets. She loves helping people succeed and building an undeniable product. Lori is a creative strategist -- she combines innovative creativity with linear thinking -- somewhat unusual -- as she builds a strategy toward results. Lori raised two children, both in agriculture, and is a woman of faith. “I named the company EIGHT:18 following my daughter’s death,” she says. “She had Romans 8:18 tattooed on her arm -- I knew that scripture says everything about us.” Lori is a proud Montana State University grad and she’s happy to spend as much time cheering on the Bobcats--and the Huskers--with her other half, Jeff.

### *Professional Aspirations*

Lori is not a small thinker. Her return home to Great Falls in June, 2020, found a town bustling with growth and opportunity. She sees Great Falls as the salt of Montana agriculture, a combination of the best of ingredients that will drive Montana’s ag commerce forward. She launched her company with those motives in mind -- to help agribusiness succeed not just in Montana, but across the U.S. “All I care about, deeply, is making an impact. That can be in ag, or industry, or non-profits. Wherever I can make a difference, that’s where I wish to be.”

### *Before Eight:18*

Headhunted to three of the last four roles, Lori was the CEO for Nebraska State Fair prior to launching EIGHT:18. She spent 20 years of her 31 year career in the venue and state fair business where telling the story about agriculture is part of entertainment fun. Her versatile background has prepared her well for running a company including four years as director of corporate development for the Montana State University Alumni Foundation. She looks back on her resume as a blessing. “It has led me to this timing, and I’m grateful to serve other organizations who might benefit from all that I have experienced in business.” Lori has a vast network of connections, hearing the phrase often, “Who DON’T you know?”

Lori has shepherded staff sizes as large as 1,500 and is known for her coaching approach and macro-management leadership. She is most proud of creating ownership for employees, saying that when a teammate owns their space in the greater mission, they are then prepared for positive success while being held accountable.



### **Lunch from Cafe Rio**



University of Providence - Fireside Room

1301 20th St S, Great Falls, MT 59405

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