

## 2011 South Dakota MarketPlace: Opening Doors to Success

### Conference Agenda at a Glance -Tuesday, July 26, 2011

Registration Area Opens - Noon - 7:00pm - Pre Function Area - Office Space - Business Center

10:00 am - 11:30 am	Outreach Meeting	Rural Development Seminar on Regulation Reform	USDA Rural Development	Huron Event Center	
1:00 pm - 1:45 pm	Opening Keynote	Networking - Just What is It?	Bridget Lynch (Chris Studer - MC)	Huron Event Center	
Session Time	Session Code	Session Title	Speakers	Moderator	Room
2:00 pm - 5:30 pm	TP-1	Online Tool\$ to Grow Your Business	Kari Fruechte & Kelly Roseland	Kristi Wagner	Symposium
	TP-2	Fundamentals Increase Success Ratio	Bridget Lynch	Garret Bischoff	Prairie A - B
	TP-3	Building a Better Brochure	Dave Buchholz	Leslie Rupiper	Prairie C
	TP-4	Financial Reports: Why they are so Important to your Business	Kelly Weaver	Kathie Starkweather	Salon 1 & 2
5:30pm - 6:30 pm	TP-5	Learning Roundtables	Experts on Various Topics	Beth Davis	Pre Function Area
South Dakota Reception - 6:30pm - 8:00pm ----- Resource Zone					Dakota Ballroom

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### Agenda at a Glance - Wednesday, July 27, 2011

Registration Area Opens - 7:30 am - noon - Pre Function Area - Office Space - Business Center

Resource Zone Opens 7:30am

8:30am - 9:30am	Welcome-- Keynote	Like What You Do	Jim Woster	Huron Event Center	
BREAK - 9:30am - 9:45am Visit Exhibitors in the Resource Zone - Refreshments					
Session Time	Session Code	Session Title	Speakers	Moderator	Room
9:45am - 10:45am	A1-1	Discover Your Entrepreneurial Style	Dr. Larry Swain	Beth Davis	Prairie B
	A1-2	Marketing Across the Digital Divide	Scott Meyer & John Meyer	Kari Fruechte	Prairie C
	A1-3	Tips for Financing Your Business	Lori Finnesand & Jannine Fagerland	Christine Sorensen	Library
	A1-4	Farm / Ranch Management: Your Operation	Lori Christensen	John Kersteins	Salon 1
	A1-5	Opening the Doors of Internet Marketing	Cory Geffre	Mitchell Fargen	Symposium
	A1-6	Sales for Everyone	Bridget Lynch	Lucas Lentsch	Prairie A
	A1-7	Entrepreneurs Making a Difference in Communities	Cindy Turner & Brad Heitman	Kristi Wagner	Salon 2
BREAK - 10:45am -11:00am Visit Exhibitors in the Resource Zone					
11:00am - Noon	A2-8	Marketing 101: Fundamentals Every Business Should Know	Dave Buchholz	Kelly Weaver	Prairie B
	A2-9	Make a Better Point - with Video	Steve Rausch	Leslie Rupiper	Symposium
	A2-10	Importance of a Business Plan & Proforma	Gene Hammond	Jeff Brusseau	Prairie A
	A2-11	Today's Family Farm: Charting the Course	Kimberly McGraw, Jack Davis & Bobbi Larsen	Ty Eschenbaum	Salon 2
	A2-12	Telecommuting: The 21st Century Office	Nanette Day	Kelly Roseland	Salon 1
	A2-13	Rural Development in the 2012 Farm Bill	Chuck Hassebrook	Kathie Starkweather	Library
	A2-14	Direct Marketing to Schools and Cafeterias	Sue Balcom	Linda Salmonson	Prairie C
BREAK - Noon - 12:30pm Networking & Visit Exhibitors in the Resource Zone					
12:30 - 1:30	Lunch	Message - Center for Rural Affairs - Leadership for the Information Age	Keynote Chuck Hassebrook Malcom Chapman	Huron Event Center	
BREAK - 1:30pm - 2:00pm Visit Exhibitors in the Resource Zone					
2:00pm - 3:00pm	P1-15	Help your Business Help Themselves	Jeff Brusseau, Tim Weelborg & Belinda Engelhart	Scott Meyer	Prairie C
	P1-16	Viral - Not a Disease, It's Marketing	Krysti Mikkonen	Kari Fruechte	Symposium
	P1-17	Projects Conception to Completion	David Kolsrud	Tim Potts	Salon 1
	P1-18	Community Based Local Food Systems	Patrick Garrity	Christine Sorensen	Salon 2
	P1-19	Community Driven Business Development Strategies	Neil Doty	Kathie Starkweather	Library
	P1-20	Failure - Begins Here!	Bridget Lynch	Dawn Nagel	Prairie A
	P1-21	20 Killer Marketing Ideas That Will Build Your Business	Dave Buchholz	Kristi Wagner	Prairie B
BREAK - 3:00pm - 3:30pm Visit Exhibitors in the Resource Zone- Refreshments					
3:30pm - 4:30pm	Closing Keynote	Live Everyday in Color	Gloria Schaefer	Huron Event Center	
Final Wrap up - 4:30pm - 5:00pm - Stay Around - There's an Exciting END to Round out the DAY! DRIVE SAFE!					