

# 2011 South Dakota MarketPlace

## Session Information

Tuesday, July 26, 2011  
Noon – 8:00 pm



### 10:00 am – 11:30 am

Outreach Meeting

10:00 am – 11:30 am

Room: Huron Event Center

#### **Rural Development Seminar on Regulation Reform**

Preceding the 2011 South Dakota MarketPlace conference, USDA Rural Development in South Dakota will convene a USDA Rural Development stakeholder outreach meeting to discuss Rural Development priorities for President Obama's 2013 budget and 2012 Farm Bill. This meeting is important because it will provide the USDA team valuable input as they develop their mission area priorities for the upcoming fiscal year. The South Dakota USDA Rural Development invites you to share your insights on how Rural Development can enhance their program administration and delivery to ensure that rural communities are able to access the critical programs and resources that Rural Development has to offer.

### 1:00 pm – 1:45 pm

Keynote

1:00 pm – 1:45 pm

Room: Huron Event Center

#### **Networking – What is it?**

**Presenter:** Bridget Lynch

**Moderator:** Chris Studer

Learn how networking, sales, and marketing work together. Examine how long-term networking will help you achieve your business goals, increase your circle of influence, and increase your bottom line. You will leave with a toolbox of skills to boost your business! Attendees will receive ideas on how to use their day at MarketPlace to the fullest through productive networking and using the opportunities in front of them. 'Permission' is given to connect with other professionals throughout the day. By using this session in combination with a "networking" bingo and a "Most Valuable Contact" contest, the stage is set for a successful and productive day at MarketPlace.

### 2:00 pm – 5:30 pm

TP-1

2:00 pm – 5:30 pm

Room: Symposium

#### **Online Tool\$ to Grow Your Business**

**Presenters:** Kari Fruechte & Kelly Roseland

**Moderator:** Kristi Wagner

Considering a new idea or expanding your business? This workshop will focus on three key ways to use the Internet to enhance your business or idea. Participants will get marketing juices flowing in a discussion on marketing strategies to attract customers. Participants will also practice researching market trends and finding credible data for an initial feasibility study, whether they are starting a business or thinking of a particular expansion. A computer lab will be set up to practice while we talk. We'll research market trends and credible resources available online to find product data. We'll discuss and compare marketing strategies on the web. And finally, we'll explore social networking opportunities and get you started on at least one new way to increase profitability for your business.

This is a hands-on session. A maximum of 20 laptops is available for use. If you have one you may want to bring it!

TP-2

2 :00 pm – 5:30 pm

Room: Prairie A - B

### **Fundamentals Increase Success Ratio**

**Presenter:** Bridget Lynch

**Moderator:** Garret Bischoff

This interactive session, for both the newbie and the experienced professional, will address the fundamental skills every business person needs to be successful. No matter what your career choice, sales is ALWAYS an important component and is often scary and overwhelming. This session will teach you to be comfortable when you have the basics, how to attain repeat business and referrals, and that reputation doesn't mean perfection – it means doing business with knowledge, respect and valuing the customer/client.

TP-3

2 :00 PM – 5:30 pm

Room: Prairie C

### **Building a Better Brochure**

**Presenter:** David Buchholz

**Moderator:** Leslie Rupiper

It doesn't take a lot of money to make your brochures more effective—just a little knowledge. After just one hour, you will have the tools you need to ramp up the quality and impact of your printed materials. During this session, you will learn: What to say—and how to say it. The most important thing to remember about photographs. What's on the cover matters—big time! Effective typography for maximum readability. Common brochure blunders...are you making any of them?

Many of these ideas are applicable to other marketing communications such as advertising, direct mail and websites. You're already making the investment in a brochure. After this session, you'll know how to make that investment work even harder for you. Examine the components of business success and leave with your own comfortable, workable, plan to succeed! Know what your customer wants and needs, what it takes to fulfill those wants and needs, and how this long-term business success strategy begins today.

TP-4

2 :00 PM – 5:30 pm

Room: Salon 1 & 2

### **Financial Reports: Why they are so Important to your Business**

**Presenter:** Kelly Weaver

**Moderator:** Kathie Starkweather

Do financial statements for your small business leave your head spinning and your eyes blurry? Learn through hands-on training how financial statements, including the balance sheet, the profit and loss (income) statement, and the cash-flow statement can help you identify problems and corrective actions. You will also learn how the Income Statement, Cash Flow Statement, Balance Sheet, Breakeven Analysis and Budget Analysis work together in providing a complete picture of a business's operations, Liquidity, Past Operations and Future Viability.

## **5:30 pm – 6:30 pm**

TP-5

5 :30 pm – 6:30 pm

Room: Pre-Function Area

### **Learning Roundtables**

Participants learn together with peer experts at interactive learning roundtables. Each participant will select three learning roundtables to attend from a list developed by the Advisory Board. A presenter will spend 15 minutes framing the discussion followed by 15 minutes of dialogue among the participants. They will leave each session with follow-up information for additional exploration. Participants will have the chance to network with others who have similar interests, questions or needs.

“Success is the sum of small efforts, repeated day in and day out.”

- Robert Collier

6:30 pm – 8:00 pm

## South Dakota Reception & Resource Zone

Room: Dakota Ballroom

The prime opportunity is HERE to network and learn face to face with professionals rejuvenating yourself and engaging new and expanding business techniques taking your business to the next level of success. Resource Zone experts will be on hand to answer questions while you experience the succulent tastes at the Positively South Dakota Reception. With each bite you will yearn for just one more taste of this fine cuisine prepared by the Crossroads Hotel.

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## What is Marketing?

Marketing is EVERYTHING you do to promote your business, from the moment you conceive of it to the point at which customers buy your product or service and begin to patronize your business on a regular basis.

The key words to remember are **EVERYTHING** and **REGULAR** basis.

-Jay Conrad Levinson

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## Definition of entrepreneur (n)

en·tre·pre·neur [ òntrəprə núr ]

1. **risk-taking businessperson:** somebody who initiates or finances new commercial enterprises

## Definitions of service provider (n)

ser·vice pro·vid·er

1. **business that connects people to Internet:** a company that provides people and businesses with access to the Internet, usually charging a monthly fee
2. **company that provides services:** a company that provides a specific service or services, e.g. health or life insurance, legal, business planning assistance, cpa, marketing, advertising, etc.

**Are you an Entrepreneur, Service Provider or BOTH?**

# 2011 South Dakota MarketPlace Session Information

Wednesday, July 27, 2011  
7:30 am – 5:00 pm



7 :30 am – 4:00 pm

Room: Dakota Ballroom

## Resource Zone Opens

Come on in! Learn from each and every professional on site! Bring your questions, your challenges to those who will be onsite to grow your knowledge.

## 8:30 am – 9:30 am

Keynote

8 :30 am – 9:30pm

Room: Huron Event Center

## Like What You Do

Presenter: Jim Woster

Moderator: Chris Studer

When the work you do is the work you enjoy, everything else will fall into place. Often times that work will or should involve owning your own little business and that potential today is limitless. Even with the current economic conditions, this may be the best time ever to start a business. At seventy years of age, Jim has been involved with ownership in three different enterprises. Two were total flops and the third was a personal and financial success. This keynote will go into detail on why two failed and one did not.

This presentation is bound to be fun and you will leave with not only useful information involving entrepreneurship but a good feeling about who you are and your personal potential! There is no substitute in life for optimism and we can base that optimism on a lot of fact!

**BREAK – 9 :30 am – 9:45 am**

**Take a BREAK in the Resource Zone!**

Room: Dakota Ballroom

## 9:45 am – 10:45 am

A1-1

9 :45 am – 10:45 am

Room: Prairie B

## Discover Your Entrepreneurial Style

Presenter: Larry Swain

Moderator: Beth Davis

This session will help entrepreneurs and others discover what characteristics are present in most entrepreneurs, what is needed to be successful, and how to identify their strengths and build on those strengths to become successful. It is a hands-on interactive session of discovering characteristics to build success!

Participants will learn:

1. Skills and abilities that are necessary for success in business.
2. Personal characteristics already within each person to make success happen.
3. How to use strengths to be successful in business.
4. Why developing a plan is necessary for businesses.

“If you can imagine it, you can create it. If you dream it, you can become it.”

- William Arthur Ward

A1-2

9 :45 am – 10:45 am

Room: Prairie C

## **Marketing Across the Digital Divide**

**Presenters**     John Meyer & Scott Meyer

**Moderator:**     Kari Fruechte

Many businesses online marketing efforts focus on the digitally literate and early adopters. However, a larger percentage of the consuming public, especially in rural areas, are less likely to keep up with advances — still learning to use basic technologies like text messaging or lacking consistent access to the Internet altogether. The central question for businesses and marketers seeking to tap the potential of this segment becomes one of how to best connect across the digital divide. Learning how to effectively communicate with both the technically savvy and the technical beginners is essential for successful marketing and business development.

With regional insights and case studies from diverse audiences such as Nick's Hamburger Shop in Brookings and Purity Seeds in Raymond all the way to the European Union, this session will show technologies and marketing techniques that work for businesses regardless of their target market's level of technical adoption. By the end of the session, attendees will have actionable steps to take to improve their online marketing. These steps will be based upon solid data and will enable measurement of the online marketing efforts to the business' bottom line.

A1-3

9 :45 am – 10:45 am

Room: Library

## **Tips for Financing Your Business**

**Presenters:**     Jannine Fagerland & Lori Finnesand

**Moderator:**     Christine Sorensen

Do you understand the reasons financing is needed, or the types of financing available for business ventures, potential sources of financing, and what do banks and loan funds look for when reviewing requests from businesses for financing? This session will cover typical questions a lender will ask or need answered as part of the loan process. All these topics will be discussed in this informative session.

A1-4

9 :45 am – 10:45 am

Room: Salon 1

## **Farm/Ranch Management: Your Operation**

**Presenter:**     Lori Christensen

**Moderator:**     John Kersteins

The South Dakota Center for Farm/Ranch Management is committed to helping farmers/ranchers become better managers of their operations. If you want to learn how to maximize your farming potential come to this session! We will be talking about risk management, cost of production, financial management and record keeping, and what tools you need to make your business the best it can be. The data we will share comes from the 100+ farmers in South Dakota enrolled in our Farm/Ranch Management programs.

The people who attend this session will get to see South Dakota data regarding production agriculture in order to see where they stack up statewide. These numbers will also be used to show producers what numbers and information they need to know in order to maximize their farming/ranching potential. They will learn what it takes to determine cost of production on a per acre/per head basis. They will also learn how these numbers can be used in management decision making and business planning.

‘When one door of happiness closes, another opens; but often we look so long at the closed door that we do not see the one that has been opened for us.’

- Helen Keller

A1-5

9 :45 am – 10:45 am

Room: Symposium

## Opening the Doors of Internet Marketing

Presenter: Cory Geffre

Moderator: Mitch Fargen

This session will reveal the latest tools and techniques for marketing online and why it is essential for any business. Learn how living in a rural part of the country may actually help you with online marketing. This session will cover social media for businesses such as: Facebook, Twitter & YouTube. This session will also cover what the three main components are to being successful with online marketing and how it can turn your business into a profitable machine. This session is lead by a serial entrepreneur that has spent over \$100,000 in bad internet marketing. Save yourself the trouble and learn from someone who has been there & tried that!

Participants will learn: How to create an internet marketing plan. How internet video is changing online marketing forever. The major consumer mindset change that has changed all of marketing forever.

A1-6

9 :45 am – 10:45 am

Room: Prairie A

## Sales for Everyone!

Presenter: Bridget Lynch

Moderator: Lucas Lentsch

If you have products or services that others might need, you are a salesman! Examine what selling is, and isn't, then learn the basics of why people buy, what adds value to your product or service, and what causes people to upgrade. Selling is not what you do to someone but what you can do for someone. With this positive approach, everyone will be more comfortable and more successful in their career!

A1-7

9 :45 am – 10:45 am

Room: Salon 2

## Entrepreneurs Making a Difference in Communities

Presenters Brad Heitmann & Cindy Turner

Moderator: Kristi Wagner

Dakota Rising is designed to spur a renaissance of South Dakota's rural economy. The purpose of Dakota Rising is to cultivate entrepreneurs dedicated to growing themselves and their businesses by connecting them to a system of support resulting in economic growth. This exciting opportunity offers strategic partnerships with local communities to invigorate rural entrepreneurs and their enterprises. In this session you will learn tools for creating a system of entrepreneurship to create a culture of community. You will also learn how to share tools for developing a retention and expansion system of Economic Development within a community.

**BREAK – 10:45 am – 11:00 am**

**Take a BREAK in the Resource Zone!**

Room: Dakota Ballroom

**11:00 am – noon**

A2-8

11:00 am – noon

Room: Prairie B

## Marketing 101: Fundamentals Every Business Should Know

Presenter: David Buchholz

Moderator: Kelly Weaver

Discover basic marketing principles that have a bottom-line impact on your business. This session will include how to create a distinct identity for your business; the most effective way to distribute your message; how to build value for what you do; how to connect with your customer; and how to build your business without wasting a lot of money. This is a practical, real-world look at ways to improve the effectiveness of and return on your marketing and advertising investment.

A2-9

11:00 am – noon

Room: Symposium

### **Make a Better Point— with Video**

**Presenter:** Steve Rausch

**Moderator:** Leslie Rupiper

Video is an incredible medium that, when used correctly, can explain the capabilities and benefits of your products or services to potential customers. Video can also be a technical animal and present a real road block for business people who are not comfortable around a lot of bright, shiny lights and cameras. RELAX! This session will identify what you need to know about putting together a commercial or product video. There is a lot to consider, but little to be afraid of. This session will help you identify the different technical and aesthetic ingredients that make up a good video presentation. You will also be taught how to identify what should be included in a presentation and should be left out.

A2-10

11:00 am – noon

Room: Prairie A

### **Importance of a Business Plan & Proforma**

**Presenter:** Gene Hammond

**Moderator:** Jeff Brusseau

Attend this session to get a first hand view of the importance of a business plan and proforma to be successful in business. The development of a detailed and measurable plan enables you as an entrepreneur to develop a compelling vision and purpose for your venture. Detailed business plans and proforma's empowers entrepreneurs to project cash flows and expectations which lowers anxiety and stress. The reward of developing a detailed proforma enables the entrepreneur a vehicle to celebrate actual results.

Do you stress out when going to the bank? If so, this session is for you! Financial institutions and partners will be more comfortable with your venture when presenting a realistic business plan and proforma that details cash flows, profits and loss.

A2-11

11:00 am – noon

Room: Salon 2

### **Today's Family Farm: Charting the Course**

**Presenters:** Bobbi Larsen & Jack Davis & Kimberly McGraw

**Moderator:** Ty Eschenbaum

This session is designed with multi-generation farming and ranching families in mind. We help families design their personal road map to success through activities on goal setting, business strategies, positive family communication, economics and new resources. Learn about yourself, your family, your operation and how to make them all come together to create a positive vision for the future. You will gain valuable tools that can help make your family farming operation successful. You will learn skills and gain tools to help you communicate effectively, increase your ability to conduct a strengths, weakness, opportunities and threats analysis, develop goals and a vision for your family farming operation.

A2-12

11:00 am – noon

Room: Salon 1

### **Telecommuting: The 21st-Century Office**

**Presenter:** Nanette Day

**Moderator:** Kelly Roseland

Telecommuting – working outside the primary office – offers the ideal solution for small businesses in rural areas, yet few have embraced this practical approach to expanding their available workforce. This session examines how to determine if telecommuting is right for your business, exploring the pros and cons as well as what you need to know before you offer telecommuting to your employees.

Attendees will gain a more comprehensive understanding of the benefits and challenges of telecommuting. They will learn how to identify the best business processes for telecommuting, employees who make good telecommuters, and legal/risk management issues to address as well as how to ensure successful telecommuting.

A2-13

11:00 am – noon

Room: Library

### **Rural Development in the 2012 Farm Bill**

**Presenter:** Chuck Hassebrook

**Moderator:** Kathie Starkweather

This session will explain what the Farm Bill is, why it is important to you and your community, how policy around it is important, and then hear from you what you feel is needed in this upcoming Farm Bill to help your community. Attendees will learn what the farm bill is about and how it can impact rural development to support small business development and beginning farmers as part of rural development.

A2-14

11:00 am – noon

Room: Prairie C

### **Direct Marketing to Schools and Cafeterias**

**Presenter:** Sue Balcom

**Moderator:** Linda Salmonson

One of the biggest challenges faced by small farms is how to sell more products locally. Farmers and market gardeners can increase sales of locally grown produce by building a relationship with food service directors and cooks in schools, nursing homes and other feeding programs. Growers and food service can use this session to network and learn about the specific needs of the farmers versus the needs of food service workers. In this session you will learn the benefits of farm to school or farm to cafeteria programs to agriculture, community and residents and discuss ways to approach food service and develop a working relationship. You will also learn ideas for incorporating fresh fruits and vegetables into classrooms coupled with education and the chain reaction it creates.

**BREAK – noon – 12:30 pm**

**Take a BREAK in the Resource Zone!**

Room: Dakota Ballroom

**12:30 pm – 1:30 pm**

Keynote

12:30 pm – 1:30pm

Room: Huron Event Center

### **Leadership for the Information Age**

**Presenter:** Malcom "Chap" Chapman

**Moderator:** Chris Studer

Technology has changed the way that we live, and the way that we lead. Never before has information been more important or more available. Never have we had so many choices and so much need for making good and fast decisions. Never have our organizations had a greater need for strong leadership. This innovative training program provides valuable insights into the relationship between people and technology. You'll learn new ways to look at technology problems, and you'll discover how you can lead your organization successfully through an age of rapid technology development including social media. Best of all, the insights that you gain from the program will help you as a leader to stay on the cutting edge of technology. This is a fun, upbeat, and educational program built upon the relationship between people and technology and its applications for public, private and community leadership.

Lunch

12:30 pm – 1:30pm

Room: Huron Event Center

### **Message from the Executive Director**

**Presenter:** Chuck Hassebrook

**BREAK – 1:30 pm – 2:00 pm**

**Take a BREAK in the Resource Zone!**

Room: Dakota Ballroom

## 2:00 pm – 3:00 pm

P1-15

2 :00 pm – 3:00pm

Room: Prairie C

### **Help your Business Help Themselves**

**Presenters:** Belinda Engelhart & Jeff Brusseau & Tim Weelborg

**Moderator:** Scott Meyer

Knowing where to go for help is half the battle in economic development. This session will give you an overview of the resources available to you right here in South Dakota. You'll learn who can help your local businesses with everything from writing a business plan (for free!) to walking companies through the newly formed Manufacturing Technology Solution Program to helping a company project financials. It will also give you a chance to look for different markets in the government sector and improve manufacturing processes. The Small Business Development Center Network is more than just business plan writing and creating financial projections. The network ties together to create a business resource network for entrepreneurs that can start at the idea stage all the way through growth and expansion of a business. The session helps familiarize individuals, entrepreneurs, economic developers & bankers to understand the role each agency plays and services they offer.

P1-16

2 :00 pm – 3:00pm

Room: Symposium

### **Viral – Not a Disease, It's Marketing**

**Presenter:** Krysti Mikkonen

**Moderator:** Kari Fruechte

This session will talk about the various aspects of blogging, social media, viral marketing and reputation management. The power of social media brings word of mouth a whole new meaning. Attendees will hear specific examples of how social media tools like YouTube have provided outlets for successful marketing and reputation management strategies on a small budget. With the right tools and some creativity, business owners can make big things happen with a shoestring budget.

Attendees will learn how blogging can benefit a business and bring to light why content is King and links are Queen. They will also see actual social marketing strategies and campaigns from real businesses, large and small, which can be used as great examples to tweak and implement for their own business to create buzz and increase profits. Another vital element that businesses need to be aware of and learn about is their virtual reputation. Most businesses think of their reputation in terms of their credit rating and customer opinion. It is vital for them to be aware and proactive with obtaining a positive online reputation so that if and when some negativity starts appearing online, there are elements in place to combat and pre-empt significant damage. With the virility of the internet, businesses can actually go under if they don't pay attention to reputation online and off. With all that is covered, this is a can't miss session.

P1-17

2 :00 pm – 3:00pm

Room: Salon 1

### **Projects Conception to Completion**

**Presenter:** David Kolsrud

**Moderator:** Tim Potts

This session will provide you with a complete step-by-step guide of the process needed to complete a successful project. Everything from financing to a firsthand view of the importance of a business plan to financing will be discussed.

“What would life be if we had no courage to attempt anything?”

- Vincent van Gogh

P1-18

2 :00 pm – 3:00pm

Room: Salon 2

## **Community Based Local Food Systems**

**Presenter:** Patrick Garrity

**Moderator:** Christine Sorensen

Local foods in South Dakota are increasing in popularity. This session will explore the potential of a Community Based Local Food System. Evaluation of current conditions and a breakdown of the various markets will provide a background. Institutional sales (schools, hospitals, universities, nursing homes) are the future market, but have many barriers and regulations to overcome. Plans for developing or expanding community based local food systems in South Dakota will be discussed. Local food has the potential to maintain our rural fabric because small farmers can be profitable growing and marketing specialty crops. Communities throughout South Dakota purchase food everyday that can be grown locally. As the communities purchase more food locally, the economic impact is significant. A discussion of the barriers to overcome such as ordering systems, distribution, third party food safety verification and community supported kitchens will lead to continued efforts to seek collaborative solutions.

P1-19

2 :00 pm – 3:00pm

Room: Library

## **Community Driven Business Development Strategies**

**Presenter:** Neil Doty

**Moderator:** Kathie Starkweather

Rural communities are vitally interested in developing increased business activity to improve their citizens' economic well-being and to increase their population base. This session will discuss four basic economic development strategies for rural business development with emphasis on Community Business Acquisition.

Attendees will gain a detailed knowledge of employing a multifaceted approach to rural community economic development. Attendees will also gain a working knowledge of the employment of a community driven Business Acquisition and Relocation Strategy for a community's existing businesses and for a community's local investment groups. Attendees will obtain information on how to reduce economic risk and increase successful business development in their economic development activities.

P1-20

2 :00 pm – 3:00pm

Room: Prairie A

## **Failure – Begin Here!**

**Presenter:** Bridget Lynch

**Moderator:** Dawn Nagel

Opportunity is knocking every time you 'fail'. Don't ignore this priceless opportunity! Examine who determines what is 'failure'. Explore what success really looks like. Re-examine your process, your actions, and the results – recognize the good and the bad and create a better you! Failure can be very good if you take advantage of it. This session enables individuals to examine all the components of 'failure' and then gives participants the tools to take positive action.

P1-21

2 :00 pm – 3:00pm

Room: Prairie B

## **20 Killer Marketing Ideas That Will Build Your Business**

**Presenter:** David Buchholz

**Moderator:** Kristi Wagner

This session will provide you with 20 attention-getting, easy to implement marketing tactics that are sure to strengthen relationships with current customers—and gain new ones! Best of all, most of these ideas don't cost a lot of money! Discover how to improve your direct mail program. Reduce the number of tire-kickers in your business. Increase the impact and cost-effectiveness of your advertising expenditures. You're bound to find many of these ideas applicable to your business—and you'll be able to put them to work as soon as you get back home!

**BREAK – 3 :00 pm – 3:30 pm**

**Take a BREAK in the Resource Zone!**

Room: Dakota Ballroom

## 3:30 pm – 4:30 pm

Closing Keynote

**3:30 pm – 4:30 pm**

Room: Huron Event Center

### **Live Every Day in Color**

**Presenters**

Gloria Schaefer

**Moderator:**

Chris Studer

In an over-scheduled world everyone needs to find balance in their life's schedule. In this session you will realize that little things make a big difference. When you learn and grow and be your BEST and share it with those who depend on you, you help them learn and grow and be their BEST. Little things make a big difference in being your best!

## 4:30 pm – 5:00 pm

Final Wrap-up

**4:30 pm – 5:00 pm**

Room: Huron Event Center

### **Stay around! There's an exciting end to round out the day!**

If your name is drawn for a door prize, YOU have to be present to win! So stick around! Don't forget to turn in your Most Valuable Contact form at the door!



“Far better is it to dare mighty things, to win glorious triumphs, even though checkered by failure...than to rank with those poor spirits who neither enjoy much nor suffer much, because they live in a gray twilight that knows not victory nor defeat.”

*- Theodore Roosevelt*