

# MarketPlace

opening doors to success

Learn new skills, network with service providers and other entrepreneurs and discover what works for your small business and community!



## Request for Presentation Proposals

The Center for Rural Affairs, South Dakota Farmers Union and their many partners invite you to submit a proposal to present at the First South Dakota MarketPlace: Opening Doors to Success Conference. One of the many goals is to connect potential and existing small business owners with high-quality professional development opportunities, information to start or expand their business and offer education on the latest trends and proven best practices in the field of entrepreneurship, community development and more.

The First South Dakota MarketPlace will take place on Tuesday, July 26th, 2011 and Wednesday, July 27th, 2011 at the Huron Event Center, Huron, South Dakota.

### ABOUT the PRESENTING ORGANIZATIONS:



rural organizations known for our pioneering work to rebuild rural America and our national work to reform federal policy.

The Center for Rural Affairs was established in 1973 as an unaffiliated nonprofit corporation under IRS code 501(c)3. The Center for Rural Affairs was formed by rural Nebraskans concerned about family farms and rural communities, and we work to strengthen small businesses, family farms and ranches, and rural communities. The Center for Rural Affairs has evolved into one of the nation's leading

### CONTACT INFORMATION:

Joy Marshall, Event Planner  
Center for Rural Affairs  
PO Box 391025  
Omaha, NE 68139  
402-614-5558  
[joym@cfra.org](mailto:joym@cfra.org)

For more information on the presenting organization, check out the Web sites at: [www.cfra.org](http://www.cfra.org)



The work of South Dakota Farmers Union began in 1914, when farmers united to work together for the good of agricultural producers across the state.

Over the past century, Farmers Union has worked hard to preserve the family farm, save our rural way of life, and protect future generations of farmers. We continue that work today by providing educational programs, cooperative support, rural development, and legislative action on behalf of thousands of farmers, ranchers, and rural communities.

South Dakota Farmers Union is the leading voice in agriculture, standing up for landowner rights and the future of our rural communities that make up the backbone of our state. Our education programs teach the next generation the importance of cooperation, farm safety, civic responsibility, citizenship, and environmental stewardship. South Dakota Farmers Union is uniting farmers, ranchers and rural communities for a stronger South Dakota.

**CONTACT INFORMATION:** Karla Hofhenke, Secretary and Treasurer  
1410 Dakota Ave. S.  
PO Box 1388  
Huron, SD 57350  
605-352-6761 Ext. 114

## **2011 MarketPlace: Opening Doors to Success**

**Be sure and stay tuned for up-to-date information on our websites as well as on:**

[cfra.org/marketplace/home](http://cfra.org/marketplace/home)



## GENERAL INFORMATION

### **Primary categories for topics being considered for the 2011 program include:**

- **Marketing** - Unique approaches to help entrepreneurs prosper through innovative marketing (examples: branding and packaging products or services, niche marketing, etc.)
- **Agriculture** – Exceptional opportunities available as an agricultural business (examples: agri -tourism, direct marketing of local foods, high value products)
- **Financing** – Educational tools to increase knowledge (examples: cash is king, financing your business)
- **Community Development** – Innovative community offerings to enhance unique entrepreneurial approaches (examples: how's and why's of being an entrepreneurial community, public policy, renewing your community, youth retention/attraction, investment clubs)
- **Technology** –Extraordinary ways to increase business using technology anywhere you live (examples: podcasting, off and online businesses)
- **Business Development** – Programs that build business competency levels, creating awareness, improving business skills (examples: risk management, legal issues, customer service)
- **Innovation** - unique and innovative ideas that can create opportunities for rural small business development
- **Policy** - How does policy (both national and local) work? How does it impact small business and community?
- **Youth** - Introduce entrepreneurial experiences and concepts encouraging career exploration and opportunities

### **All proposals will be evaluated by the following criteria:**

- Originality of the presentation material. Is this the first time the session has been offered or has it been offered numerous times in the state of South Dakota?
- Relevance to the conference attendee demographics
- Ability of the session to spotlight latest trends, innovative ideas and encourage proactive thinking and learning
- Capacity to focus on technical skill development, best practices and ideas
- Completeness of submitted proposal
- Significance and depth of the content
- Timeliness of the topic

**Proposal Submission Deadline: Tuesday, March 22, 2011**

*Presentations received after deadline date may not be reviewed.*



The Center for Rural Affairs and South Dakota Farmers Union are Equal Opportunity Providers and Employers

# Request for Presentation Proposal

**Session Title:** Provide a brief title for the session (6 words or less)

**Please indicate which Session Category your presentation is most suited for, as well as the appropriate session level for attendees. The descriptions follow:**

**Session Category:**

- Financial
- Marketing
- Business Development
- Agriculture
- Community Development
- Technology
- Policy
- Innovation
- General Session Keynote Speaker

**Target Audience(s):** (Check ALL appropriate boxes)

- Potential business owners
- Existing business owners
- Service providers
- Store front / home based
- Agricultural operators (farm and ranch)
- Teachers
- Community and Economic Developers

**Time Recommendation for Presentation**

- 1.5 hrs – Offered on **Tues. July 26 only**
- 3 Hrs. Offered on **Tues. July 26 only**
- 1 Hour— Offered on **Wed. July 27 only**

**Session Level:**

- Beginner (Requires little or no previous knowledge of the topic)
- Intermediate (Requires some knowledge of the topic)
- Advanced (Requires a working knowledge of the topic; focus is on implementation)

**Will this session be hands on learning experience?**    \_\_\_ Yes        \_\_\_ No

**Have you given this presentation before?**        \_\_\_ Yes        \_\_\_ No

If so, when and where: \_\_\_\_\_

**Session Description:** Describe your session in a manner that will “market” your session to the participants. This description will be used to promote the program and will be included in the conference program.

**Session Goals and Learning Objectives:** provide a description of what attendees will gain by participating in your session and explain the learning objectives and potential for a deeper understanding of the topic.

### AUTHORIZATIONS

I, \_\_\_\_\_, give the presenting organizations for the 2011 Market-Place permission to:

- Video taping session for future promos only (i.e. YouTube, Facebook, Web sites and more)
- Audio tape portions for future promos only (i.e. YouTube, Facebook, Web sites and more)
- Post my PowerPoint presentation from the 2011 MarketPlace Conference held in Huron, SD on the Web site or any social media sites which pertain to the event. Copyright will be retained by the author.

**NOTE:** Above tapings will not be re-sold and used only for marketing future events

I, \_\_\_\_\_, DO NOT give the presenting organizations for the 2011 MarketPlace permission to:

- Video taping session
- Audio tape portions for future promos only
- Post my PowerPoint presentation

**PRESENTER INFORMATION  
(REQUIRED FOR ALL PROPOSED PRESENTERS)**

**Presenter 1**

Last Name: \_\_\_\_\_ First Name: \_\_\_\_\_

Title: \_\_\_\_\_

Business/Organization: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ St: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Web Site: \_\_\_\_\_

**Biography (150 words maximum): Biography must be in narrative format as opposed to bullet or resume format**

**Presenter 2**

Last Name: \_\_\_\_\_ First Name: \_\_\_\_\_

Title: \_\_\_\_\_

Business/Organization: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ St: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Web Site: \_\_\_\_\_

**Biography (150 words maximum): Biography must be in narrative format as opposed to bullet or resume format**

**Presenter 3**

Last Name: \_\_\_\_\_ First Name: \_\_\_\_\_

Title: \_\_\_\_\_

Business/Organization: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ St: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Web Site: \_\_\_\_\_

**Biography (150 words maximum): Biography must be in narrative format as opposed to bullet or resume format**

## MUTUAL AGREEMENT

### Before submitting your proposal, please read the following:

- Your proposal(s) will be considered only for the 2011 South Dakota MarketPlace: Opening Doors to Success Conference in Huron, South Dakota, July 26-27, 2011.
- Submission does not guarantee inclusion in the conference.
- MarketPlace may record its conference presentations and the recordings may be used in marketing future conferences. Speakers who grant MarketPlace permission to record their presentations will be given preference in the selection process.
- While the exact schedule is not yet confirmed, we anticipate sessions will, on average, accommodate up to 30 or more attendees.
- All proposals must be individually submitted electronically. Check your submission to ensure all necessary information is provided. Proposals missing required information will result in delay and may lead to rejection.
- You agree to work cooperatively to refine the presentation and integrate it with other presentations as requested by advisory team.
- Collaborate with the MarketPlace Staff on the written description of your session(s) to be included in promotional materials, as well as the format, length and level of the presentation.
- Provide a master copy of the PowerPoint presentation to the MarketPlace Staff by June 24, 2011 to be included in the conference proceedings.
- Provide a photograph electronically in JPEG, PDF or TIF formats for use in marketing materials.
- ***Refrain*** from using the platform, audio-visual materials or handout materials to promote your business or product, however, utilize your expertise to educate and inform attendees of best practices. The MarketPlace team has the authority to reject or eliminate improper materials as deemed necessary.
- MarketPlace presenters will receive a complimentary registration to the entire conference.
- Presenters will not be compensated for their presentation. This is your opportunity to network and build relationships through your quality presentation to entrepreneurs and service providers.
- If you will be utilizing a panel for your presentation please limit panel to three people and you must provide biographies for each panelist by March 22, 2011.

By electronically signing below, you agree to accept the conditions within this document.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

### Proposal Submission Deadline: **Tuesday, March 22, 2011**

To submit the document:

1) Click on the Save Button below and attach as a file in an e-mail

Or

2) Click on the e-mail button to e-mail directly to Joy Marshall at [joym@cfra.org](mailto:joym@cfra.org)

If you have problems with the file, please call (402)614-5558 to request the file in MS Word format

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