

# 2011 South Dakota MarketPlace Speaker Biographies



## **Balcom, Sue**

Sue was North Dakota's first local foods marketing specialist for the ND Department of Agriculture, where she researched and wrote "Farm to Market: North Dakota's guide to direct marketing" as well as coordinated the first two local foods summits. She developed the state's official farm to school program and remains the state lead on the Midwest Farm to School team for FARRMS, the foundation for sustainability in Medina, ND. Sue has a Bachelors of University Studies in Marketing and Business, an AA in visual arts, has owned an art business for 12 years and was the editor of the Mandan News for eight years. She currently lives along the Missouri River in Mandan with her spouse, enjoying photography and gardening with the whole family. She works for FARRMS as the Marketing and Outreach Coordinator and teaches photojournalism at Bismarck State College.

## **FARRMS, The Foundation for Sustainability**

## **Brusseau, Jeff**

Jeff joined the South Dakota Small Business Development Center (SBDC) as State Director in May 2010. Prior to joining the South Dakota SBDC, Jeff served as the Business Development Manager for the South Dakota Governor's Office of Economic Development. While there, his responsibilities included working with businesses to create quality jobs and investment in South Dakota. Previously Jeff spent more than twenty years in sales, operations and distribution with a consumer products company managing their national operations. He also worked with the South Dakota SBDC as a business consultant in Pierre, SD.

## **Small Business Development Center**

## **Buchholz, David**

Dave Buchholz is president of David & Associates, an award-winning marketing communications firm in Hastings, Nebraska that serves regional and national clients. As a speaker, Dave has been highly rated at a number of small business and entrepreneurial workshops. Raised on a farm near Ayr, Nebraska, he is a graduate of the University of Nebraska-Lincoln. He plays keyboard in a rock band on the weekends. He and his wife, Debra, are parents of a son, Djorn.

## **David & Associates**

## **Chapman, Malcom "Chap"**

Malcom offers consulting and course work based on a model he designed, known as Harvesting the Company Mind that is a corporate knowledge cycle, which produces information about customer needs. In Harvesting, Chap teaches how to lead, sell and deliver extraordinary service through seminars and speeches nationwide, and has motivated thousands toward peak performance and high achievement. "Chap", started his professional sales career with the Chapman Group in 1996 after leaving the service as a US Marine Corps Captain. In 1999 he was one of the founders of the Black Hills Society for Training and Development. Malcolm has worked as a consultant with the Center for Naval Analysis, a Washington, DC naval think tank, on base closures issues as they relate to the community's youth. As a former three term Rapid City Alderman and National League of Cities Board member he actively involved in many community activities and issues. Community leadership, affordable housing, creating awareness about the importance of early childhood education and coaching a 7th grade travelling basketball team are currently at the top of his list. He is working on two book projects one in which he is writing with his 13 year old son. Malcom is married to Dr. Cheryl Chapman and has three children, living in the Black Hills.

## **The Chapman Group**

## **Christensen, Lori**

Lori Christensen has been an agriculture instructor for the past 8 years. She spent 7 years in secondary education teaching Agriculture at Madison High School. She recently started teaching Farm Business Management at Mitchell Technical Institute, and is also the current president of the South Dakota Association of Agriculture Educators.

## **South Dakota Center for Farm/Ranch Management**

**Davis, Jack****South Dakota Cooperative Extension Service**

Jack has been with SDSU Extension Economics since 1994. Jack's areas of interest include financial and strategic analysis for farm and small businesses. He provides educational programming in strategic planning, enterprise analysis, and business transition planning for extension clients across South Dakota. Jack is a CPA and has an MBA. He has taught college courses in accounting and economics and worked as a controller for a manufacturing company. Jack is part owner of his family ranch and resides in Woonsocket, SD with his wife, two teenage sons, and uncle. His hobbies include restoring the house that his great-grandfather built and spending time with his family.

**Day, Nanette****South Dakota Cooperative Extension Service**

Nanette Day has been working exclusively online as an editor for clients around the world for more than five years. As a Returned Peace Corps Volunteer, she has promoted community development efforts in rural areas, focusing in particular on maximizing the benefits of readily available technology.

**Doty, Neil****N.C. Doty & Associates, LLC**

Neil C. Doty, Ph.D. formed N.C. Doty & Associates, LLC., in 1994, a rural economic development consultancy firm dedicated to building rural communities through business development. The company has provided feasibility studies and business planning services for dozens of rural, value-added agricultural production cooperatives and companies, which today are successfully producing milled grains, frozen bread dough, frozen pizza dough, baked goods, meat, dairy products, and much more. Prior to this, Dr. Doty led a team of engineers and scientists as the General Nutrition Corporation's director of product development and design, which developed 12 profitable processing facilities. He co-founded and was president of Sonne Labs, Inc., in Wapheton, ND, which supplied nutritious sunflower and soybean snack foods to most of the nation's school lunch programs and vending machines. Dr. Doty was also president and one of three founders of Global Electric MotorCars, LLC, Fargo, which experienced rapid growth operates profitably today as a wholly owned subsidiary of Chrysler Corporation.

**Engelhart, Belinda****Small Business Development Center**

Belinda Engelhart is the Regional Director of the Small Business Development Center in Watertown, one of six SBDC offices in South Dakota. She provides professional, confidential, no-cost business consulting services to clients in ten northeastern counties. Before taking this position in 1996, she was an Assistant Professor of Business at Mt. Marty College in Yankton. Her experience includes ownership of several small businesses. Engelhart holds a Master's Degree from the University of Nebraska, Lincoln; and an MBA and Ed D from the University of South Dakota. She is a certified Economic Development Financial Professional.

**Fagerland, Jannine****Northeast South Dakota Economic Corporation**

Jannine is a loan officer with Northeast South Dakota Economic Corporation (NESDEC) and Grow South Dakota. She is based out of the Sisseton office and provides financing opportunities, private lending partnerships and technical assistance to northeastern SD businesses. She has a Bachelors of Science Degree in Human Services and an Associate's Degree in Business Management and Sales. Motivated by a vision to see South Dakota's small businesses grow and prosper, she is active both professionally and personally in community development.

**Finnesand, Lori****Northeast South Dakota Economic Corporation**

Lori Finnesand is the Chief Executive Officer of the Northeast South Dakota Economic Corporation (NESDEC) and Vice President of the Northeast South Dakota Community Action Program (NESDCA and CEO of GrP) and CEO of Grow SD. She graduated from Concordia College in Moorhead, MN with a double major in Business Administration and Business Education. She has been employed at NESDCAP/NESDEC for the past 20 years starting at both as fiscal officer.

**Fruechte, Kari****South Dakota Cooperative Extension Service**

Kari is a native South Dakotan, born and raised on a farm/ranch west of Faulkton. She spent 10 years as the 4-H/youth educator with the Minnesota Extension Service in Pipestone County, received her Master's in Education from the University of Minnesota, and has been with the SD Cooperative Extension Service for nine years. She is also the project director for the Horizons program, working with rural communities on reducing poverty and building new leadership, and enjoys assisting entrepreneurs with new business ideas.

**Garrity, Patrick****Buy Fresh Buy Local SD**

Patrick is currently working for Yankton County as the Planning and Zoning Administrator. He also partners with the South Dakota Specialty Producers Association as State Coordinator to establish a South Dakota "Buy Fresh Buy Local" chapter. Patrick spent three years with the Iowa State University Leopold Center developing regional local food systems in Iowa. With an undergraduate in horticulture from South Dakota State University, he owned a fruit orchard in SE South Dakota for over 20 years and is past president of South Dakota Fruit Growers Association and South Dakota Specialty Producers Association. He is active in the Value-Added Agriculture Development Center, Leopold Center Iowa Regional Food System Working Group, South Dakota "Buy Fresh Buy Local" chapter, and area farmer's market associations.

**Geffre, Cory****Common Success, LLC**

Cory Geffre is the creator of the Square of Excellence™ and President and CEO of Common Success, LLC. Cory is also the founder of the Healthcare Excellence Academy and the Business Excellence Academy. Both teach health and business professionals how to unlock maximum potential from their people, their organization and themselves. As creator of the Square of Excellence™, Cory has now become one of the foremost thought leaders on healthcare business and personal excellence.

**Hammond, Gene****Travelers Motor Club**

Gene is a native of Spink, South Dakota and a graduate of Dakota State College with an education degree. After two year teaching career Gene began a 27 year career with National Motor Club, as president for the last five years. In 2003, he and his partners purchased Travelers Motor Club in Oklahoma City, Oklahoma. Travelers Motor Club has experienced 30 quarters of continued growth under his leadership. Gene, his wife Pat, and daughter Haley live in Brandon, South Dakota.

**Hassebrook, Chuck****Center for Rural Affairs**

Chuck is the Executive Director of the Center for Rural Affairs specializing in commodity programs, rural development policy, research and extension, rural revitalization and higher education. Hassebrook has been with the Center for more than 30 years, developing strategies for rural revitalization, devising farm program payment limitations and enhancing federal funding for rural programs.

**Heitmann, Brad****Trail Tamer ATV, Inc.**

Brad Heitmann was born and raised in the Northeast corner of South Dakota by Lake City. The businesses that Brad has either owned or managed have taken him to Arkansas, Missouri and North Carolina. Brad is currently President/CEO of Trail Tamer ATV, Inc of Eden, SD; a company that specializes in the design and manufacturing of 4,6 & 8 Wheel amphibious vehicles with a division of that company being an ag equipment parts, repair and welding facility that markets its products world-wide. Brad is a true entrepreneur and developer in that he always finds the time to show his dedication to the success of the communities in which he resides by being actively involved in the Chamber of Commerce as President and V. President, Community Development V. President, A+ committee board member, Main Street Program facilitator, Workforce Investment Board private sector, Awarded Missouri Volunteer of the Year, Training Consortium Chairman, Rotary Sgt. At Arms, attended Presidents Economic Development Conference in DC, among numerous other personal development classes and seminars over his long career.

**Kolsrud, David****DAK Renewable Energy**

David has 16 years of proven experience in the renewable energy industries. He helped develop, organize, and fund over twenty projects. David's expertise is used primarily in the areas of ethanol, biodiesel, and wind projects. In 2006, David formed DAK Renewable Energy Inc. DAK Renewable Energy manages eleven LLC's with investments in multiple renewable projects. DAK also does project development and consulting.

David has been the Cooperative Manager at Agri-Energy LLC in Luverne, MN from 1995 until its sale to GEVO in 2010. He also represents owners on several companies' board of directors. He is currently on the board of directors for Windustry. David and his wife Char continue their farming operation, which started in 1973. They have two grown children Jill and Chris.

**Larsen, Bobbi****South Dakota Cooperative Extension Service**

Bobbi is a Family Consumer Sciences Educator with the SD Cooperative Extension Service. Over the past 6 years in Extension, she has been dedicated to helping families become healthier by teaching communication skills, positive parenting, nutrition and wellness, and basic budgeting. Bobbi prides herself on using creative teaching techniques to make her presentations fun, exciting and memorable. She lives in DeSmet with her husband and four young children.

**Lynch, Bridget****Red Iron Training**

With past experience in business ownership and regional sales management, Bridget, now as owner of Red Iron Training, creates and delivers training that can be implemented immediately. She brings her own unmistakable style, knowledge and enthusiasm to help individuals and businesses access the information and insights they need to be more successful. Her career has run the gamut from business ownership to regional sales management, professional development and training in such key areas as inside and outside sales, customer service, warehouse scheduling and management, project management and team building. Lynch continues to be a popular motivational speaker, engaging business groups ranging from 25 to 3,500.

**McGraw, Kimberly****South Dakota Cooperative Extension Service**

Kim McGraw has been an Agronomy Educator with the SDSU Cooperative Extension Service for the past 12 years. She works with farmers and agribusiness across Northeastern South Dakota. She provides a wide variety of programming with a special emphasis on agronomy issues and farm family operations. Kim graduated from SDSU with majors in Agronomy and Animal Science. She resides near Raymond with her husband and 3 children, where they also farm and raise cattle.

**Meyer, John****9 Clouds**

John T. Meyer co-founded 9 Clouds with his brother Scott and is the idea guy of the operation. He started his first business in his college dorm room at the age of 22 and now is on business number four with the recent launch of Snapp, an iPhone and iPad development company. This fall, John was named to Businessweek's Top 25 Entrepreneurs Under 25. Aside from running 9 Clouds, John blogs about the Minnesota Twins and is attempting to video blog every day of the 2011 calendar at ThatWasToday.com.

**Meyer, Scott****9 Clouds**

Scott Meyer is the co-founder of 9 Clouds, a digital marketing and education firm that improves the digital literacy of businesses. As a frequent speaker and teacher, Scott has taught around the world helping businesses and organizations of all sizes find effective digital solutions for their specific markets, from local South Dakotan businesses to the European Union. He writes about how to use technology to live and work effectively from anywhere in the world at 9clouds.com/blog and makes a mean Spanish tortilla.

**Mikkonen, Krysti****WSI - We Simplify the Internet**

Krysti is the owner of WSI, the world's leading digital marketing franchise. She has owned her franchise as a national licensee for six years. Krysti has 20 years of marketing experience that she brings to her franchise. Her passion is economic development. "Seeing a business grow and prosper because of something I brought to a business is a gratifying feeling" she says. In addition to building websites, Krysti helps businesses and organizations with a variety of digital marketing services including SEO, paid search marketing, social media, reputation management, and mobile marketing.

**Rausch, Steve****focused motion media**

Steve has worked in broadcasting since 1999. He has been employed across the Midwest as a photojournalist and Satellite Truck Operator. Steve started focused motion in 2004 and went full time with this business in 2007. Some of his clients include: The Discovery Channel, CBS News, FOX News, Versus Network, FOX Sports North, various production houses and advertising agencies. Steve's work has produced several ADDY awards and a national editing award.

**Roseland, Kelly****South Dakota Cooperative Extension Service**

Kelly Roseland is a Community Coordinator with the South Dakota Cooperative Extension Service. Kelly provides community coaching, strategic planning, leadership training, resource referral services and specialty project assistance to rural communities in central South Dakota. Kelly has been with the Extension Service for three years. Prior to this role, she spent five years with the South Dakota Governor's Office of Economic Development as an Agribusiness Loan Officer and a Rural Community Development Specialist. Kelly and her husband ranch and run a commercial pheasant hunting operation near Seneca, South Dakota.

**Schaefer, Gloria****Frontier Partners (Marketing Agent)**

Gloria, a professional communicator, inspires you to more fulfilling and productive living. She offers an enthusiastic and interactive approach integrating life experiences, audience background and humor to deliver tailored presentations for any organization or business. As owner of DYNAMICS FOR EXCELLENCE, she provides motivational keynotes and seminars on topics ranging from team building to customer service for businesses and organizations throughout the Midwest. Gloria is also co-owner of the Schaefer Ranch near Kennebec, South Dakota, where she and her husband Jim manage the finances, market agricultural products, and perform the day-to-day work of the ranching enterprise.

**Swain, Larry****South Dakota State University**

Dr. Larry Swain was born and raised on a farm near Huron, SD. He graduated from SDSU with a BS and MS and earned a Ph.D. from the University of Nebraska-Lincoln. He has started 17 businesses of his own, spent 8 years as a corporate executive, and has been a professor at the University of Nebraska-Lincoln, University of Wisconsin System, and South Dakota State University. In addition, he has had the opportunity to travel to and work with beginning small business in 26 different countries. He is also the "father" of the micro-creamery concept where over 100 small, high tech, creameries around the U.S. have been built on family dairy farms of 50-150 cows and the dairy products are marketed in the local region.

**Turner, Cindy**

Cindy has 30 years business experience encompassing both large corporate and small entrepreneurial workplaces. She and her husband retired to Edgemont nine years ago. Since then, she has become active in the community and serves on numerous boards. Cindy is Vice-President of the Edgemont Area Chamber of Commerce, President of the Edgemont Library Board of Trustees, serves on the Edgemont Ambulance District Board plus is involved in numerous local organizations. She is the coordinator for the SDREI Dakota Rising site 57735 On The Rise and is very active in economic development endeavors for Edgemont and Fall River County.

**Weaver, Kelly****Small Business Development Center**

Kelly Weaver is the Regional Director of the Small Business Development Center (SBDC) in Aberdeen. Her office serves 13 counties in northeast South Dakota and is one of seven SBDC offices in the state. During the past twelve years with the SBDC, she has assisted hundreds of people in starting businesses, buying businesses, and better managing their businesses through one-to-one counseling and training events. She has also played a key role in the BIG Idea Competition, a youth entrepreneurship program, since its inception in 2007. Kelly has a degree in business finance and management from Northern State University and is a certified Economic Development Finance Professional. She has worked in the field of community and economic development for over 20 years.

**Weelborg, Tim****Enterprise Institute**

Tim Weelborg of Brookings, SD, serves as Executive Director of the Enterprise Institute. He works as an entrepreneur coach specializing in business finance. Tim helps entrepreneurs create financial projections and form valuations of their companies. Tim worked as a Corporate Financial Analyst with John Morrell & Co. Before that, he was a Business Analyst in the marketing and new business development divisions of Navitaire, a Minneapolis-based software company with products used for the airline industry. He was the Sales and Marketing Director for Med-Pac, Inc. of Fargo, ND. Tim received his Bachelor of Science degree in Business Economics from South Dakota State University. Tim is also a certified Economic Development Finance Professional (EDFP).

**Woster, Jim**

Jim Woster grew up on a farm/ranch operation in Lyman County, South Dakota. After graduating from Chamberlain High School and a stint in the service, he graduated from South Dakota State University in 1962 with a degree in Animal Science. Over the next 43 years he worked with the Sioux Falls Stockyards as a Federal Cattle Buyer for Spencer Foods and then as a market reporter for the stockyards on radio and television. Following those positions, he spent 22 years as the co-owner of Olsen-Frankman Livestock which was a selling agency at the stockyards. Then in 1971, he started public speaking. Since then, he has spoken about 1300 times at various functions. Along with public speaking, he has written and continues to write a column for the Tri State Neighbor, a farm publication that goes out to about 30,000 ranches and farms 2 times a month. In 1986 his hard work began to be honored when he received the Distinguished Alum for SDSU. In 1993 he was named Agribusiness Person of the Year by the Sioux Falls Chamber of Commerce. In 2001, he was inducted into the South Dakota Hall of Fame under the agriculture category. While working hard throughout the years, he also has raised three children and five grandchildren with his wife, Penny, of 45 years.