



**Free & Confidential  
Business Assistance**

**Southeast Enterprise Facilitation Project  
Your Idea—Your Passion—Your Business**

# 2018 Semi-Annual Report

## The Sky Is The Limit

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### SEFP Quick Stats

#### 2018 Year To Date:

**22 Total Inquiries**

**6 Clients enrolled**

#### 1 New Business

Melissa's Little Lambs-April 2018

#### 3 Assistance/non-profit applications

#### 2 Assistance/community enrichment

#### 4 Continued services from 2017

**13 New/Retained Jobs in 2018**

**2 New Business Plans in 2018**

3 business plans carried over from 2017

### Featured Stories

#### *SEFP Quick Stats*

#### *2018 Investor Reception*

*Trinity of Management  
Ernesto Sirolli Concept*

*"Investor/Partners" Thanks*

*From the Facilitator's Desk*

On April 18, 2018, SEFP was at their limit! The sky had opened with a downfall of white, wet, shimmering crystals which us South Dakotans call a "Blizzard". Yep, just when we thought we were on schedule for our 2018 Investor Partner Reception, mother nature had different plans for us. By 10:00 am there was approximately 8 inches of new snow, slush and ice on the roads; travel was discouraged by local weathermen and the high-way patrol. It wasn't looking good for the Investor Reception!



Jeremy Zeeb, Brent Haberman, Menno Economic Development; Rhonda Mead, The Crayon Box Daycare, Salem; Steph Jibben, Humble Journey Leadership, Parker; Jason and Catrina Walsh, Puzzled—Signed and Sealed home décor, Viborg.

Since we had to make a decision by noon on the 18th whether we would hold the event or not, it was decided to post-poned the reception for one week. The caterer had not started cooking yet and we could rent the Community Center for the following week.

Phone calls were made, emails sent and all was good to go! Then something miraculous happened—the sky cleared and the sun gleamed through the lingering

clouds as though it were saying "just kidding"! Really?!!

The 2018 Investor Reception was held on April 25, 2018 at the Parker Community Center, Parker, SD. There were approximately 30 people in attendance (a few less with the postponement). We decided to do things a bit different this year by having a "client panel" for discussion rather than have individual clients give personal testimonies. Those on the panel were: Brent Haberman and Jeremy Zeeb, Menno Economic Development officers; Rhonda Mead, The Crayon Box Daycare owner, Salem; Steph Jibben, Humble Journey, Leadership Training, owner, Parker; and Jason and Catrina Walsh, Puzzled—Signed and Sealed, handcrafted signs and home décor, Viborg, SD.

Enterprise Facilitator, Brenda Schulte presented on her 2017 activities within Turner and McCook Counties and Menno. Brenda stated she has been doing more community enrichment projects such as helping community economic development teams establish their Federal non-profit status, helping with grant research and writing grants and keeping communities informed of services offered through SECOG. Brenda has been working directly with the Governor's Office Of Economic Development to help set up meetings with Economic Development Teams and to help communities develop strategic plans for their future.



Brenda Schulte, SEFP Enterprise Facilitator

*"The ones who are crazy enough to think they can change the world, are the ones that do." -- Anonymous*

# 2018 Investor Reception



**Justin and Catrina Walsh** were very excited to inform the group about their new CNC router machine! A CNC machine is a computer controlled machine that can cut, bend or shape material in the manufacturing process. The term “CNC” is an abbreviation for Computer Numeric Control which operates the tool’s path to produce 3D art. Most CNC machines today are automated and can finish a product in one operation.



The Walshes are looking forward to the added creativity the new machine offers their business, **Puzzled—Signed and Sealed**, a hand crafted sign and home décor enterprise based in Viborg, SD. SEFP continues to assist the Walshes in their plans for expansion.



**Steph Jibben** started **Humble Journey** as a way to expand what she was already doing. For her job at Volunteers of American, she was charged with training volunteers and conducting education for children. She used that experience to form her business. Humble Journey offers an array of personal and professional training opportunities. Trainings are offered in a professional, yet fun & interactive format that can be tailored to individual or organizational needs. She provides a workable foundation to guide clients through a customized process assisting individuals, teams and organizations to exceed their goals. As a John Maxwell Certified Coach, Teacher and Speaker, Mrs. Jibben can offer you workshops, seminars, keynote speaking and coaching, aiding your personal and professional growth through study and practical application of John Maxwell’s proven methods. SEFP assisted with writing a business plan.

**Jeremy Zeeb and Brent Haberman** discuss Menno’s housing project and how a local contractor was able to assist the community by offering to build a triplex with the assistance of the **Menno Economic Development Corporation (MEDC)**. This project was a win-win for all parties involved! MEDC was in the position to provide partial funding for the project with an agreement of repayment when the units are sold. The two also discussed future long-range plans for a housing development on a plot of land that MEDC owns. This is an example of forward thinking and community members working together for the growth and betterment of their community. The SEFP assisted with writing the business plan for the initial housing project.



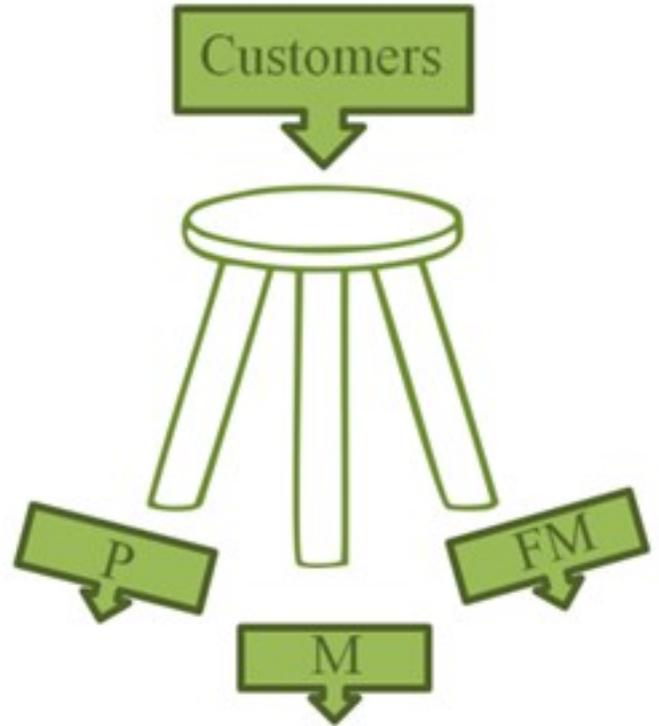
**Rhonda Mead** has always “believed” in her vision. In 2012 she purchased the Care A Lot Daycare in Salem, SD and during the Investor Reception, she explained how she told her husband, Gerald he needed to “believe” in the need to add an additional building since she continuously had a waiting list at her current daycare, **The Crayon Box**. The Meads built a new building next the existing two facilities and opened their doors in April of 2018. SEFP assisted in writing a business plan for the first daycare as well as the second.



# Trinity of Management

What is the “Trinity of Management”? It is a simplified concept of business management developed by Ernesto Sirolli, founder of Enterprise Facilitation and the Sirolli Institute.

The Trinity of Management model suggests there are three legs needed for a business to succeed. Using the analogy of a “three legged stool”, the first leg deals with the “product”. There must be a product or service that is outstanding and fills a need or void. The second leg is marketing and sales of the product or service. We probably all realize that you have to be able to sell in order to make money, but if the sales and marketing are not as superb as the product or service, the business will likely fail. Many new business owners believe their product or service will “sell itself” which may lead to disaster. The third leg is financial management. First, bookkeeping allows the entrepreneur to have a clear and precise understanding of profit and loss which allows them to make informed decisions. Utilizing a tax accountant is paramount for a business to ensure accurate and timely filing.



The thing to understand about the “Trinity of Management” is no one person is typically great at all these aspects of business management. Your passion may be in the production of your product or service and you hate working with numbers. Or, you may be the type of person who can sell anything to anyone, but you are not a numbers person or have the inclination to provide a service or get your hands dirty making your product. Where ever your passion lies, you should have people in place to fill the other two legs of your business design.

## Thank You! SEFP Investor/Partners

The Partners originate from the **Turner County Commission, McCook County Commission, area Cities, Development organizations, Banks, Electric & Farmers Cooperatives, Corporations, and former clients.**

*Per Capita Based Fee,*  
**the active Cities and Counties include:**

Bridgewater, Canistota, Marion,  
Menno, Montrose, Parker, Salem,  
McCook County  
Turner County

### **PLATINUM LEVEL—\$5,000(+)**

Basin Electric Power Cooperative  
East River Electric Power Cooperative  
Southeastern Electric Cooperative

### **GOLD LEVEL—\$2,500 TO \$4,999**

First Dakota National Bank  
First PREMIER Bank

### **SILVER LEVEL—\$1,000 TO \$2,499**

Avera Health \* Security State Bank \* Rivers Edge Bank  
Northwestern Energy \* TrioTel Communications  
Parker Ford Inc.

### **BRONZE LEVEL—Up To \$999**

Cargill  
Central Farmers Cooperative  
First Savings Bank  
FREMAR LLC  
Menno State Bank  
Service First Federal Credit Union  
Wieman Land & Auction  
Bones Elevator

# From the Facilitator's Desk . . .

## “Shop at Home” Community Development & Education

*It has been a SEFP goal to provide local rural communities “SHOP AT HOME” IDEAS each month in our Facilitator Report that they might implement for the betterment of the whole area. Whether a community decides to tag their project as Shop at Home, Shop Locally, Buy at Home, Local People—Local Business or whatever, the concept boils down to the same thing—taking care of where you live!*

**Website spotlight:** Community website highlighting individual businesses each week/month and using:  
Social media connected through Facebook, Twitter, LinkedIn  
These three sites help to drive traffic to your website

### **Facts and Figures**

State reports: Community demographics, sales, use and tax report, demographic and income report

### **Advertising**—special orders; larger orders

Stores and businesses advertise they will take special orders such as required school supplies or larger orders such as a case of fish filets during lent.

### **Signage at each business**

“Shop at Home” displayed

Examples: “Keep Your Money Where Your House Is—Shop Local”; “Thank You For Making a Difference”; “Make Twice The Impact In Our Community!”

### **Newspaper**—shop at home articles/flyers

Economic Development committee arrange an agreement with local newspaper to either print monthly/weekly articles on economic development such as: how to market your home based business.

Demographic reports or sales and use tax reports from the State

Either Economic Development committee writes or newspaper writes articles

### **Suggestion boxes at each store**

Each business can have a suggestion box for the business or for the community, Economic Development committee decides which it wants to use. Boxes are checked monthly and results printed in the paper so the community knows they are being heard. Be sure to address any concerns or give credit for good ideas. This will encourage continued participation.

### **Surveys** created, distributed and compiled by Economic Development committee:

Printed and sent in newspaper as insert/drop off at city hall/library/certain business etc.

Created through survey monkey online

Survey on website to be printed and drop off at city hall

Survey could be printed and sent in with the water bill and returned to city office

Survey sent home with school children and returned with them

Surveys taken or handed out at local school activities/games to be returned that night

### **Schools and churches**—use local vendors

Encourage to shop at local business

Encouraged to put out a school supply list to local business so they can be prepared with the needed supplies

### **Competing against online sales;** no service, can't actually see/try on etc.

Newspaper articles explaining the downside of online purchases

Downside of shopping online for a website article

### **Contest for “shop at home” one liners** (see examples above)

If Economic Development committee is going to do a contest, the prize should be big enough to get people involved. Prize may be something like \$250 cash or gift certificate, city dollars

### **Special events?**

Develop an annual community event such as a picnic or customer appreciation event

Business leaders can lead the way and do the cooking

May decide to charge for each meal to raise money for the community or for a needed community project

### **Sustainability?**

If “Shopping at Home” is not sustained, what will happen?

### **Tracking system:**

Once per year check sales and use report and compare with the previous year

Send survey to businesses to see how their year compared with the previous year