



**Free & Confidential
Business Assistance**

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

2019 Semi-Annual Report

Strategically Driven

Brenda Schulte, Facilitator
501 South Broadway/ PO Box 106
Marion, South Dakota 57043
(605) 648-2909 or (888) 233-1239
Fax (605) 648-3778

Email: sefp@southeastern.coop
Website: www.sefp.com

SEFP Quick Stats

2019 Year To Date:

16 Total Inquiries
8 Clients enrolled

2 First Dollar of Profit Presentations

Wolf Pups Daycare, Melanie Walter
Menno, SD
ShopWise, Ace English
Salem, SD

2 Community Strategic Plans

7 New/Retained Jobs in 2019

Featured Stories

SEFP Quick Stats

2019 Investor Reception

Shop Local

“Investor/Partners” Thanks

From the Facilitator’s Desk

When a community is strategically driven wonderful things can happen! I had the opportunity to assist the community of Irene, SD with the development of a Strategic Plan in April of this year. It was decided to meet twice from 8 AM to noon on alternating Fridays. The “committee” members consisted of school administration and staff, nursing home administration and staff, business owners, city employees, bank manager, retired community members and young new members of the community. As the first day moved on, it was very apparent to me this group of individuals all had one thing in common—they cared very deeply about their home!

The decision to develop a strategic plan was discussed for quite some time during the monthly economic development meetings. When the decision was made to take the first step SEFP was asked to facilitate the process. The curriculum used is called FAST SCAN—and acronym for Frustrations, Adversaries, Segments, Trends/Sums, Competencies, Assumptions and N-Joy (you and your community’s passions). A workbook was handed out prior to the first meeting so the group could gather their thoughts and come up with a few ideas. A SWOT Analysis was completed and included in the plan. The committee also developed a mission statement and a vision statement to help lead them in the future.

After the second meeting, SEFP compiled the thoughts, comments, ideas and hopes and dreams the group shared into a plan for the future—a future that is strategically driven! It is the hope of the committee to use the strategic plan as a roadmap for stronger organizing capacity within the community—having a written goal and timeline to follow will help organize the actions needed. The strategic plan will also help engage community members and move people to take action because improving your community is improving your life also. A strategic plan can transform a community by formulating a long-term vision for change—when the entire community knows what the plan for the future is—much can be accomplished in a shorter time.

Lastly, a strategic plan will provide for the future of Irene by helping develop leadership, opening doors to new community members and allowing people to engage, be heard, learn and lead.

Is your community strategically driven?



Brad Miller, SEFP President presents Brendon Hanson, Irene Economic Development with their Investor Partner plaque for 2019



L-R: Brendon Hanson, Robert Satter (Irene Economic Development), Jai and Melanie Walter, Menno, SD and Sarah Hanson, Irene Economic Development.

*Without strategy, Execution is aimless.
Without execution, Strategy is useless!*
Morris Chang

2019 Investor Reception

Ace (Shawn) and Jennifer English

traveled all the way from Ohio to get to the SEFP Investor Reception! Of course it was by way of Salem, SD but they made it! Jennifer accepted a position as an Attorney for McCook County in 2017 right after graduating from law school in Ohio. The two of them traveled to Salem where Ace discovered the local thrift shop, **ShopWise**, was for sale and decided to make a dream come true and purchased the business which was housed in a building on Main Street in Salem. Ace and Jennifer both opened their individual businesses at the same time, in the same building.

After attempting to get their start up costs under control, SEFP was contacted and a business plan was written to purchase the building that both businesses were housed in. After much



research and thought, Jennifer and Ace decided to purchase two separate buildings across the street so they could each have their own space. As it turned out, this was a much better plan for them and they have moved into their own business spaces—right next to each other on Main Street of Salem, SD. SEFP assisted with the ShopWise business plan and enjoys stopping by to check out all the changes that take place. **English Law** is growing as a valued law firm in the community and surrounding areas.



Ace English (ShopWise) and Jennifer English (English Law), Salem



Melanie Walter, Wolf Pups Daycare, Menno

Melanie Walter, owner of Wolf Pups Daycare in Menno, SD

was confronted with a dilemma when she found out the local daycare she had been managing for 18 years was closing. The nursing home in the Menno community could no longer afford to run the daycare so they granted the building to the Menno Economic Development Corporation (MEDC). The community parents that were currently utilizing the daycare were desperately trying to keep the daycare open—that is where Melanie stepped in. Melanie was concerned about her co-workers and the children—where would they go for child care? Melanie decided she could keep the daycare open and run it as a private business so she approached the Menno EDC to inquire about renting or leasing the building as a privately owned business.

SEFP assisted with developing a business plan and lease agreement for MEDC. This project was very much a community effort and a success from all angles. Melanie is now the owner of Wolf Pups Daycare previously known as Rainbow Bridge Daycare. One of Melanie's greatest concerns was where were the children going to go for child care and where were the staff

going to find jobs. Her worries are over—everyone is staying where they are!



2019 Investor Reception

Joshua and Jenae Duus, live in rural Viborg and are the owners of Small Engine Doc, LLC. Josh had a dream of working for himself someday. He contacted SEFP in August of 2018 and discussed his plan of opening a small engine repair shop out of his home in rural Viborg. Joshua and his wife Jenae live just two miles out of town, conveniently located on the main highway and also had a building for Josh's shop. SEFP helped the two develop a business plan and Jenae designed their logo (based on their Dutch heritage), designed flyers and they began getting customers almost immediately. When you think about all the small engines we use every day it is amazing and a sure bet there will be breakdowns and repairs needed at some point.



Josh and Jenae's business has grown considerably since opening their shop! Josh has become a certified Briggs and Stratton technician which allows him to not only repair Briggs and Stratton engines but sell Briggs and Stratton products as well. Josh has also made a radio commercial and received a contract for repairing small engines from a major retailer in the Sioux Falls area.



Joshua Duus, Small Engine Doc, LLC, Viborg



WHEN YOU VISIT AN INDEPENDENT LOCAL BUSINESS . . .

- ◆ You keep more money in your local economy
- ◆ You celebrate the uniqueness of your community
- ◆ You support local jobs
- ◆ You help the environment
- ◆ You encourage community partnerships and friendships
- ◆ You conserve your tax dollars
- ◆ You benefit from local expertise
- ◆ You invest in entrepreneurship
- ◆ You make your community a destination

**SHOP LOCAL
EAT LOCAL
SPEND LOCAL
ENJOY LOCAL**

START THE TREND!

**SUPPORT THE LOCAL
BUSINESSES WHO SUPPORT
THE AREA WHERE YOU LIVE,
WORK AND PLAY.**

Thank You!

SEFP Investor/Partners

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

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
GoldenWest Telecommunications

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

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

SILVER LEVEL—\$1,000 TO \$2,499

Security State Bank
Northwestern Energy * TrioTel Communications
Parker Ford Inc.

BRONZE LEVEL—Up To \$999

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

From the Facilitator's Desk . . .

Strategically Driven Communities

Throughout the years I have had the opportunity to sit in on a few strategic planning sessions stemming from different agencies I had worked for. It is interesting to me how similar these plans are even though the agencies are totally different. All in all, the basics stay the same—so, what does a strategic plan consist of?

A strategic plan can be developed for a business, a church, a community or any other organization that wants a formal, documented, management process in which to analyze its current situation, set priorities or focus on the future. The importance of a strategic plan is a topic of conversation that many times gets reviewed once a year or even worse—put up on a shelf or in a file cabinet never to be seen again. As someone that is a bit OCD about having a plan A, B & C, I feel a strategic plan is just the beginning! As Yogi Berra stated, “If you don’t know where you are going, you are certain to end up somewhere else.” Well, I want to know where I’m going, how I’m getting there and what is going to happen when I do! The work of strategic planning doesn’t stop at the strategic plan, but it’s a start of a vision!

I have been working with a few of our local communities by facilitating and constructing a strategic plan for them. We will either meet for an hour over lunch for 6 weeks or twice per month for 3-4 hours at a time—whichever is convenient for everyone.

Here are the top 5 benefits of strategic planning:

1. It allows organizations and communities to be proactive rather than reactive

A strategic plan allows organizations/communities to foresee their future and to prepare accordingly. Through strategic planning, companies/communities can anticipate certain unfavorable scenarios before they happen and take necessary precautions to avoid them. With a strong strategic plan, organizations can be proactive rather than merely reacting to situations as they arise. Being proactive allows organizations to keep up with the ever-changing trends and always stay one step ahead.



2. It sets up a sense of direction

A strategic plan helps to define the direction in which an organization/community must travel, and aids in establishing realistic objectives and goals that are in line with the vision and mission charted out for it. A strategic plan offers a much-needed foundation from which an organization/community can grow, evaluate its success, compensate its employees and establish boundaries for efficient decision-making.

3. It increases operational efficiency

A strategic plan provides a roadmap to align the organization’s functional activities to achieve set goals. It guides management discussions and decision making in determining resource and budget requirements to accomplish set objectives -- thus increasing operational efficiency.

4. It helps to increase market share and profitability

Through a dedicated strategic plan, organizations can get valuable insights on market trends, consumer segments, as well as product and service offerings which may affect their success. An approach that is targeted and well-strategized to turn all sales and marketing efforts into the best possible outcomes can help to increase profitability and market share.

5. It can make a business more durable

Business is a tumultuous concept. A business may be booming one year and in debt the next. With constantly changing industries and world markets, organizations that lack a strong foundation, focus and foresight will have trouble riding the next wave. According to reports, one of every three companies that are leaders in their industry might not be there in the next five years... but the odds are in favor of those that have a strong strategic plan! Envisio.com

If you feel being proactive is more advantageous than being reactive, or are seeking a system of management for your business or community, reaching out to SEFP for facilitation of a strategic plan may be just what you need. If you live in Turner or McCook Counties of South Dakota or Menno, SD, give us a call at (605) 648-2909. SEFP provides free and confidential business and economic development assistance in this area.

Brenda Schulte, SEFP Facilitator