



**Free & Confidential  
Business Assistance**

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

# 2020 Annual Report

## Entrepreneurial Spirit

**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](mailto:sefp@southeastern.coop)  
Website: [www.sefp.com](http://www.sefp.com)

### SEFP Quick Stats

**2019 Year Totals:**

**37 Total Inquiries**  
**8 Clients enrolled**

**3 New Business**

Countryside Impressions  
Turbulent Games  
B&D General Repair

**1 Retained Business**

TJ Kerners

**2 Expanded Businesses**

Dandelion Wishes  
Turbulent Games

**2 Assist/non-profit applications**

**2 Community Strategic Plans**

**1 Patent assist**

**4 Assist search/business location**

**4 Assist research/marketing/  
program development**

**13 New/Retained Jobs in 2019**

**6 New Business Plans in 2019**

3 business plans carried over from 2018

### Featured Stories

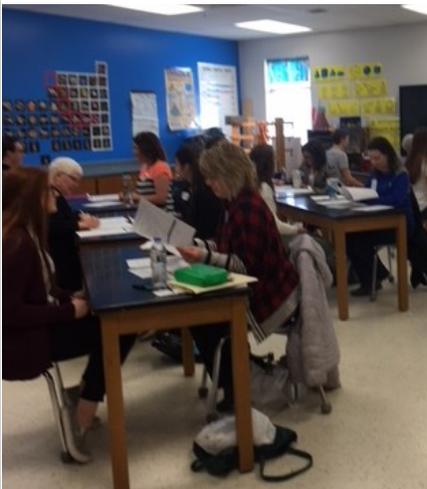
- ◇ *SEFP Quick Stats*
- ◇ *2020 Career Fair*
- ◇ *Business Highlights*
- ◇ *“Investor/Partners” Thanks*
- ◇ *From the Facilitator’s Desk*



Home Builders Association Demonstration



KTTW Fox 7 Television Booth



Mock Job Interviews

As approximately 297 students infiltrated the gymnasium at the Canistota School on February 26, 2020 the room came to life! Students arrive at 15 minute intervals, go through a line to pick up their student folders which are filled with educational and career material, then sit down for a 5-7 minute orientation before either moving on to participate in mock job interviews or entering the gym to talk to the 34 businesses, colleges and tech schools waiting to meet them.

The purpose of the SEFP Regional Career Fair is to provide students living rural SE South Dakota the opportunity to meet with numerous colleges, tech schools and business in order to help them decide what they want to do with their future. SEFP hopes once the students acquire an education of their choice they see the value in returning to their roots and bring their newly obtained skills back home and utilize their Entrepreneurial Spirit by opening a dental clinic, mechanic shop, newspaper, beauty shop or some other business desperately needed by so many rural communities.

As you can see, there were many interactive demonstrations that kept things interesting and the students engaged. One of the most positive components of the Career Fair is the mock job interviews each student attends. Typically, there are 10-15 volunteer interviewers from the community that assist. The students are at times nervous and at times a bit giddy but all in all it is great experience for them and they do get a critique sheet they take with them when it is all said and done.

*“The magic thing about home is that it feels good to leave,  
and it feels even better to come back.” 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.



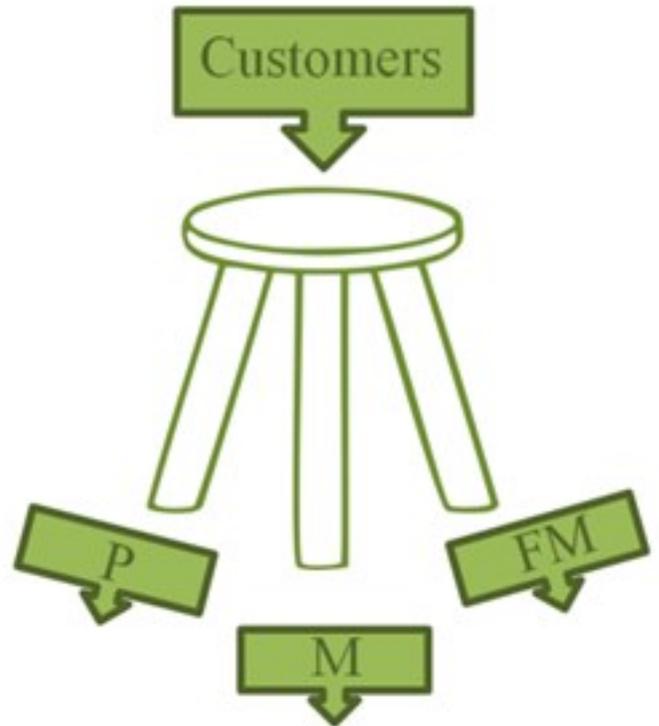
**Rhonda Mead** has always “believed” in her vision. In 2012 she purchased the Care A Lot Daycare in Salem, SD and during the Investor Reception, she explained how she told her husband, Gerald he needed to “believe” in the need to add an additional building since she continuously had a waiting list at 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  
GoldenWest

### 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 . . .

## What Kind of Person Makes a Successful Entrepreneur?

As someone who has traveled the path of entrepreneurship, I have asked myself this question many times. It all started way back in grade school when my sisters and I had to ride the bus for an hour each morning before school and an hour each day after school. What do you do with all that time? I have always had a creative molecule floating around in my genetics which I'm sure came from my mother! At a young age my Grandmother taught me how to knit, so while spending all that time on the school bus each day I would knit and knit but never really made anything of purpose. One day I realized if I folded the long strip of knitting in half and connected it at the ends, I could use it as a headband! Well, that was all it took, I decided to knit headbands and sell them for a quarter, and I did pretty well with sales until all the girls on the bus had one then they didn't want anymore. Oh, well, I went on to the next thing to keep me busy on the bus--knitting hats.

So, was I the kind of person that makes a successful entrepreneur? I think so! Maybe not so much at the ripe age of 10, but I am a thinker and a doer and always need to have a plan A, B and C. Let's take a look at some other characteristics of successful entrepreneurs:

- Do you have the drive to keep going when the going gets tough?  
It is pretty easy to give up when things aren't going your way. I had a client ask the other day, "Why am I doing this at my age (a whole 30 years old)!" My answer to her was, "don't be afraid to fail, what if you fly!"
- Do you have a strong desire to be your own boss? Are you disciplined enough to be your own boss? A lot of people think it is going to be easier to work for themselves but what they don't realize is the "buck stops with them." They can't blame anyone else they just have to keep putting one foot in front of the other until things turn around.
- Do you have a history of making sound decisions or have your choices been a bit iffy?  
Unfortunately, many of our decisions will follow us for a lifetime—good—bad—otherwise. Choose wisely and consistently and you will be fine.
- Do you have the ability to see the big picture and move beyond the moment?  
Getting caught up in the moment can be debilitating. Just remember this too will pass.
- Do you have the energy for the marathon that creating your own business entails?  
I have worked with a number of people who felt they could start a business until it came to actually doing the work.

Yes, SEFP is here to help but we can't do it for you—it is your idea—your business—your passion.

Not every successful entrepreneur can answer "yes" to all these questions, but if you answer "no" to 3 or 4 you might want to rethink your situation for now. But don't be discouraged! I didn't keep knitting and selling headbands for the rest of my life—I moved on, and so will you! Don't be afraid of failure—you just might fly instead!

