



**Free & Confidential
Business Assistance**

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

2020 Semi-Annual Report

Something Extraordinary

It has been an incredible 6 months! Our Country went from an extraordinary economic growth to being stagnant. Now what?

“We have a chance to do something extraordinary. As we head out of this pandemic we can change the world. Create a world of love. A world where we are kind to each other. A world where we are kind no matter what class, race, sexual orientation, what religion or lack of or what job we have. A world we don't judge those at the food bank because that may be us if things were just slightly different. Let love and kindness be our roadmap.”

— Johnny Corn

For the 2020 Semi-Annual Report I wanted to showcase South Dakota's extraordinary business owners. These are entrepreneurs that SEFP has assisted in their journey to become business owners. They have persevered through the pandemic and came out the other side as stronger and more resilient!

Puzzled, Signed and Sealed—canceled shows and personal contact

Small Engine Doc—difficulty getting parts

Rhonda Meade—loss of Gerald, continued with daycare

Countryside Impressions—putting in more hours

TraMa Powersports

TJ Kerners—inventive ways to accommodate customers.

How did PPP help your business?

Trinity Electric

ShopWise

Backroads

Meslissa's Little Lambs

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

2020 YTD Totals:

11 Total Inquiries
2 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*

The Ripple Effect When You Shop Local



#1 YOU BENEFIT FROM EXPERTISE.

The perfect running shoe. The new toy that's certain to delight. The fantastic novel you hadn't heard of. The best tool for the job. Get the right thing and save time by relying on the expertise of local retailers.

At a local store, you're as much as 3x more likely to discover something new.*

* Credit Suisse in "Why Online Retail Dominance is Broken and How to Fix It," October, Jan. 17, 2014.

“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.



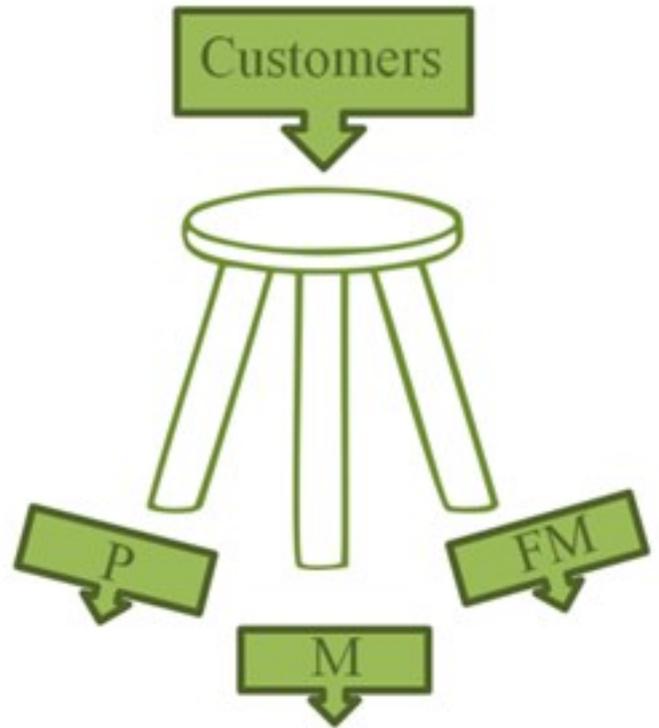
Rhonda Mead has always “believed” in her vision. In 2012 she purchased the Care A Lot Daycare in Salem, SD and during the Investor Reception, she explained how she told her husband, Gerald he needed to “believe” in the need to add an additional building since she continuously had a waiting list at her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

