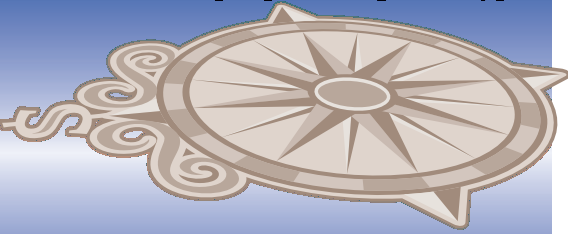


# Directions



*This is the third time that Sioux Falls has been named the Governor's Community of the Year. The award was also presented to the community in 1991 and 1994.*



## NEW WHOLESALE FACILITY

*Goodin Company story on page 2*

**Sioux Falls**  
Development Foundation

Volume 30, Number 2  
March-April, 2006

## Sioux Falls is Governor's Community of the Year

**G**overnor Mike Rounds recognized Sioux Falls as one of the state's outstanding communities at the Governor's Economic Development conference held Wednesday, April 12 in Pierre. The city was named **2006 Large Community of the Year**, with Governor Rounds pointing to the economic development success of Sioux Falls during the past year.

"Sioux Falls has taken proactive steps toward reaching each of the state's 2010 Initiative goals. I am impressed with its innovative leadership," Rounds said. "The Sioux Falls business community is making success happen through its dedication to the prosperity of this region and its willingness to work together to make Sioux Falls a great place to live and work."

The hard work of Sioux Falls' economic development leaders paid off in 2005, with the major expansions of ADP (Automated Data Processing) and John Morrell & Co. But Rounds said the headlines didn't report the constant steps the city is making toward being an economic powerhouse. Hundreds of businesses expanded last year, new businesses were constructed and local corporations grew. Sioux Falls experienced record setting growth in the number of commercial and residential building permits, convention and tourism income, and economic development land sales.

"Job creation is a critical factor in measuring economic development success. In 2005, Sioux Falls broke a pattern of modest job growth to create 3,300 new jobs," said Governor Rounds. "Nearly all industry sectors registered growth. Numbers like that show that Sioux Falls' approach to economic development is working."

Dana Dykhouse, chairman of the Sioux Falls Development Foundation, accepted the award in Pierre with past chairman Jim Wilcox and president Dan Scott.

"The success of the Sioux Falls economy is entirely due to the participation and partnership displayed by members of the community," said Dykhouse. "Business, education and local government have worked together to establish priorities, overcome challenges and benefit the entire region. We're proud that Governor Rounds has acknowledged our community spirit with this award."



*Governor Mike Rounds presents the Community of the Year Award to Sioux Falls development officials Dana Dykhouse, Jim Wilcox and Dan Scott.*

## Goodin Company expands to Sioux Falls from Twin Cities base

One of the largest regional wholesalers of plumbing supplies for industrial and commercial construction has expanded from its Twin Cities headquarters to Sioux Falls. The Goodin Company has completed its 38,000 square foot distribution center in Sioux Empire Development Park III and plans to be fully operational this month.

According to Goodin president Gerard Melgaard, the radio commercials in the Twin Cities explaining the advantages of a Sioux Falls location caught the attention of company executives. Successful distribution centers in Rochester, Duluth, Eau Claire and Fargo had proven the effectiveness of the Goodin expansion plan, and opportunities in the Sioux Falls area made the expansion a smart business move, Melgaard said.

Ken Wickre, who has been selling for Goodin in Sioux Falls for the past two years, is the branch manager in Sioux Falls. Wickre said that Goodin has been involved in several high profile Sioux Falls projects already, including the ADP data processing center, the Billion Automotive remodel on South Minnesota Avenue and Dakota Kitchen and Bath. Goodin also supplied the hydronic radiant floor heating in the Showplace Wood Products facility in Harrisburg.

Those projects and many more have been supplied out of Goodin's Fargo distribution center.

The Goodin Company was founded in 1937 by Al Goodin and several partners. Members of the Goodin family are executives of the company, which features showrooms in both Minneapolis and St. Paul in addition to branches throughout the Midwest. The company employs over 300 and expects to have a total staff of about 20 in Sioux Falls.

Wickre said that Goodin relies on the combination of old-fashioned customer service and high technology to achieve delivery excellence. The company's website at [goodinco.com](http://goodinco.com) allows

customers to access real time pricing and inventory, while the company's Electronic Data Interchange (EDI) virtually eliminates clerical errors and manages inventory at every Goodin location.

"This is exactly the kind of company we're working to attract to Sioux Falls," said Dan Scott, Development Foundation president. "Goodin Company is a well-established, respected wholesaler that understands the strength of this community's growing economy. They have a history of being a good corporate citizen and participating in the communities they serve. We welcome them to Sioux Falls."



Branch Manager Ken Wickre

### Augustana expanding Elmen Center



A 28,000 square foot addition to the Elmen Center on the Augustana College campus is currently under construction. The Hall Football Complex and Sioux Valley Gymnasium addition will include football training facilities, offices, training space and the two complete gymnasiums for intramural athletic use. The \$3.5 million project should be completed by November.

### Biotech industry association formed

The South Dakota Biotech Industry Association represents the diverse companies working in the bio-medical and biotech fields in South Dakota and is affiliated with the national Biotechnology Industry Organization (BIO). The new organization's executive board of directors include president Eddie Sullivan, Hematech LLC; vice president Alex Kahler, Biogenetic Services, Inc. and Identity Genetics, Inc.; Treasurer Christopher Mateo, Rural Technologies; secretary Randy Stratton, TSG Marketing, and at-large board member Christine Hamilton.



Randy Stratton

## President's budget strengthens EROS future

The budget President Bush recently sent to Congress contains \$16 million earmarked for the development of the Landsat earth observation satellite system as a permanent program of the federal government. Previous Landsat launches and deployments have been considered individual missions, each with a specific purpose.

While the USGS Center for Earth Resources Observation and Science (EROS) was established in 1966 to receive and archive satellite data on behalf of the US government, it was not until 1999 that EROS began directly receiving, processing and analyzing the images from



R.J. Thompson, USGS EROS Director

space. But even with its mission to preserve and protect the nation's storehouse of earth images, the future of USGS EROS has always hinged on having deployed satellites recording changes in the earth's surface. In December, the White House Office of Science and Technology Policy recommended a permanent program using Landsat-type spacecraft—and the President's budget has added funding for a new Landsat launch.

"We've already added 35 new people to our staff," said EROS director R.J. Thompson. "NASA is preparing a request for proposals to build the next generation of Landsat spacecraft, and we're preparing to acquire the equipment to build the ground system necessary to receive signals from that spacecraft."

In addition to being one of the area's largest employers, with nearly 700 highly trained individuals on staff, EROS is a vital national science center. Every day, EROS scientists study drought mitigation, examine land use issues on every continent and analyze images to help us better prepare for natural disasters. The work of EROS scientists in response to the Indonesian tsunami and the hurricanes of 2005 propelled the center to international prominence and news headlines.

Data from EROS is still being used in the recovery from Hurricane Katrina in the Gulf Coast area. As the executive agency for FEMA, EROS is helping coordinate planning and response to any future disasters. EROS is also the executive secretary for the International Charter, a multi-nation group assembled to study disaster response on a global scale.

"We're excited about the future," Thompson said. "Our anticipated growth reaffirms the wisdom of the federal government in establishing this centrally-located facility nearly forty years ago. Our mission continues to grow as the need for studying this planet grows."



## Medema receives award from regional human resource professionals

Mary Medema, Sioux Falls Workforce Development Director, has been chosen as the "Human Resource Advocate of the Year" by the local chapter of the Society of Human Resource Management (SHRM). Before being named to her current post, Medema served over twenty years as HR manager for Sunshine Foods and the Bank of New York in Sioux Falls. She has been a member of the professional organization and an HR advocate for nearly thirty years.



In addition to her service as a past local president of SHRM, Medema is a former board member of both the Chamber of Commerce and United Way. She currently is on the boards of Junior Achievement, Sioux Vocational Services, is a steering committee member for the Business Leadership Network and participates in the South Dakota Career Council.

### Directions

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# Recruiting cooperative launches multi-media campaign

The Sioux Falls Recruiting Cooperative, a group of twenty of the area's largest employers, has created a marketing campaign to encourage regional professionals to consider jobs in Sioux Falls. The campaign, anchored by radio commercials in southeastern and southwestern Minnesota plus northwest Iowa, will be supported with newspaper ads in several publications in each geographic area.

"We have the opportunity to encourage professionals in the tri-state region to check out the positions available on the SFRC website," said Mary Medema, Workforce

Development Director. "Equally important, we will be reminding local parents that their far-away children and grandchildren could relocate to a job that's closer to home—in Sioux Falls."



SFRC has targeted South Dakota college graduates now living in other parts of the country, as well as students who are making their first employment decisions. The cooperative also attends job fairs and college placement days, spreading the word about career opportunities in Sioux Falls.



## USD student wins Spirit of Sioux Falls Scholarship

Kira Lakner, a business management and marketing major at the University of South Dakota, is one of four area students to receive the 2005 *Spirit of Sioux Falls Scholarship* to continue their post-secondary business education. The \$2,500 scholarships are awarded annually by the Sioux Falls Development Foundation to students who are Sioux Falls residents or who have completed at least one year of post-secondary work in South Dakota institutions.

Lakner, a member of Tau Sigma National Honor Society and a transfer student who began her college career at Augustana in Sioux Falls, has been very active in her community. She mentors elementary school students, was involved in Adopt a Grandparent and has participated in food drives and fund raising for the Children's Miracle Network. She has been a sales representative for Gateway Computers, a student caller for the Augie admissions office, a coach at All-American Gymnastics Academy and an intern with Paulsen Marketing.



"My goal is to attend graduate school and earn an MBA," Lakner said. "I would like to work as a marketing executive in a major corporation and eventually own a marketing agency, offering opportunity to others."

Lakner has been on the Academic Dean's List, is the recipient of several key scholarships, including the PIMCO and Regent's awards and is a member of Golden Key honor society and Pi Sigma Epsilon, the national sales and marketing fraternity.

The Sioux Falls Development Foundation is proud to be the sponsor of the Spirit of Sioux Falls scholarships and congratulates Kira on her achievement.

## YESTERDAY IN SIOUX FALLS

*Flood waters at the busiest corner in South Dakota*



Water, instead of lines of traffic, flood 41st Street during the spring of 1957. The state's busiest retail street is shown running left to right across the picture, with Louise Avenue the gravel road starting in the lower left and running north. Prior to flood control measures in the 1960s, this flood plain was not considered a good bet for commercial development. *Bill Pay photo.*

## Chairman's Report



By Dana Dykhouse

## Partnership for progress enters new era

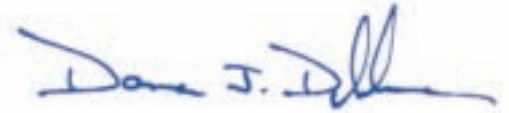
One of the reasons the Sioux Falls Development Foundation has been successful for over fifty years is our organization's willingness to partner with others to make things happen. The most dramatic partnership has been with the Sioux Falls Area Chamber of Commerce in Forward Sioux Falls. We are now beginning the fifth edition of Forward Sioux Falls, promising to be as effective and as vital to this community's future as the original program was in 1987.

I am proud to be serving as co-chair with Kelby Krabbenhoft in this exciting effort. As the campaign moves forward, I hope you will invest, along with hundreds of other business leaders, in one of the nation's most positive and successful community development programs. Without your investment, there IS no Forward Sioux Falls. And without Forward Sioux Falls, the future will NOT be as bright.

The results of our partnership continue to be illustrated with the number of companies we talk to about expanding and relocating to Sioux Falls. Our message is being heard by executives around the nation—and more and more of them are understanding, as we do, that this is the best place in America to grow a business and raise a family.

State government also recognizes the strength and viability of our economy. In naming Sioux Falls one of the "Communities of the Year," Governor Rounds acknowledges the consistent growth which characterizes this community. The Development Foundation is proud to accept the award for this record year.

And there's another strong year shaping up. I hope you'll help us keep the momentum going by participating in Forward Sioux Falls V. It's the best thing we can do for ourselves and our future.



### *Spirit of Sioux Falls Scholarship deadline July 1*

The *Spirit of Sioux Falls Scholarships* are presented annually to Sioux Falls area business students who have completed their first year of higher education. Up to four \$2,500 scholarships are awarded each year to students taking a business-oriented course of study from an accredited post-secondary institution.

"Any business person who knows a college student taking courses in accounting, marketing, business administration or similar subjects should encourage that student to apply for this scholarship," said Dan Scott, Development Foundation president. "We want the best students in our region to apply, whether they are attending a post-secondary school here in Sioux Falls or Sioux Falls students taking courses in another community."

The Spirit of Sioux Falls Scholarship is competitively judged by a panel of business leaders. To receive an application or for more information, please call 605-336-7055. **The deadline for application is July 1, 2006.**

# SPIRIT OF SIOUX FALLS

Sioux Falls  
Development  
Foundation

## President's Report



By Dan Scott

## Education is the future of Sioux Falls

The South Dakota legislature recently gave a huge vote of confidence to the future of Sioux Falls. The passage of funding for the construction of a classroom building for USDSU on a new campus in northwestern Sioux Falls is a giant step for the education and business communities.

For some time, the partnership for progress between business and education in Sioux Falls has been a driving force. A "knowledge corridor" anchored on one end by Southeast Technical Institute and the Technology Business Center, and on the other end by USDSU and the Graduate Education and Research Center, holds great promise for the future.

I believe the Sioux Falls knowledge corridor will attract new companies eager to profit from the research and development, the high tech invention and the unlimited potential of this new economic engine. Students will have the opportunity to find full or part-time employment while they learn. Businesses will attract a new, highly trained and motivated workforce. And Sioux Falls will continue to diversify its economy, grow and enhance existing industries while creating exciting new ones.

If lifetime learning is the key to the future, that key is being forged in Sioux Falls right now. Special thanks must go to Development Foundation past chair Jim Wilcox, board member and legislator Dave Knudson and Chamber of Commerce director of public affairs Dan Nelson, who were instrumental in getting the classroom funding bill passed. Their work, and the confidence of a majority of legislators, will pay dividends for South Dakota.

People who come here to learn and expand their employment options stay here to raise families and contribute to our community. Individuals who are given the opportunity to enhance their careers through USDSU's non-traditional course offerings will not only be better employees, they will be tomorrow's business leaders. And companies spawned by new ideas, innovative technology and research will be a vital part of our business community. The knowledge corridor IS the future of Sioux Falls.



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