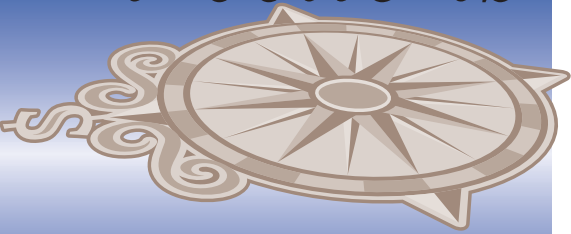


Directions



Development Foundation chooses new executive committee

The newly elected executive committee of the Sioux Falls Development Foundation board of directors represents a wide variety of area businesses. Chosen to lead the economic development organization this year are **Jack Hopkins**, CorTrust Bank, Development Foundation board chairman; **Fred Slunecka**, Avera Health, vice chair; **Mark Mickelson**, Mickelson & Company, LLC, secretary; **Tom Simmons**, Midcontinent Communications, treasurer, and **Cathy Clark**, Wells Fargo, serving as past chair.

Jack Hopkins is currently the President and CEO of CorTrust Bank, N.A., a \$440 million family-owned, South Dakota based, independent community



Jack Hopkins



Fred Slunecka



Mark Mickelson



Tom Simmons



Cathy Clark

bank. He is a graduate of the University of South Dakota and a member of Sioux Falls Catholic Schools Foundation. Hopkins has been involved with the Sioux Falls Area Chamber of Commerce, South Dakota Achieve, Youth Enrichment Services, and is a past president of the Independent Community Bankers of South Dakota.

Fred Slunecka, currently chief operating officer of Avera Health, also served as Regional President of Avera McKennan since 1989 and has been instrumental in establishing Avera McKennan as a leading healthcare facility in the region. Slunecka has shared his talents with the Sioux Falls Area Chamber of Commerce, Forward Sioux Falls, the South Dakota Chamber and Sioux Empire United Way.

Mark Mickelson is the founder of Mickelson & Company, LLC, a full circle business advisory firm. Mickelson & Company's practice includes advising more than seventy short line railroads.

Mickelson graduated from Harvard Law School in 1993 and is a licensed member of the bar in the State of South Dakota.

Tom Simmons currently serves as Midcontinent Communications' Senior Vice President of Public Policy and manages the public affairs, public relations, government and industry relations and is the spokesperson for the company. He has been a board member of over 25 local charitable and civic organizations.

With over 25 years in the financial services industry, Cathy Clark is the Community Bank President of Wells Fargo. Clark is a past chair of the Sioux Falls Area Chamber of Commerce and Dakotabilities and has served on numerous boards and fundraising drives throughout her years in Sioux Falls.

Directions to go paperless—stay connected!

Receiving your copy of *Directions* will be even easier beginning in April with the new paperless edition of the Development Foundation publication. All you'll need to do in order to be sure to continue to receive *Directions* is to ensure that we have your current e-mail address. Please take a moment now to e-mail us at directions@siouxfalls.com.

The electronic edition of *Directions* will contain updates on economic development activity, groundbreaking stories and regular reports from president Slater Barr and chairman Jack Hopkins. Be sure to e-mail us today so that you continue to receive your copy of *Directions* in the new format.



New website launched to attract and inform businesses

Websites have become the fastest and most effective tool for providing economic development information to prospective new and expanding businesses across the nation. Updating and enhancing www.siouxfallsdevelopment.com has been a priority for the Sioux Falls Development Foundation for the past year, and now the new website is operational.

The Development Foundation website incorporates a number of innovative features including:

- Information specific to high-value targeted industries. Every business sector has factors important to their decision to locate a new



Development Foundation President Slater Barr, left, and Targeted Industries Director Dean Dziejcz look over the site location features of the organization's newly updated website.

facility. Data has been collected for each of the Development Foundation's targeted industry sectors, simplifying their analysis of Sioux Falls.

- Streaming video from community and industry leaders sharing their views about living and doing business in Sioux Falls.

- Interactive geographic imaging system (GIS) technology for mapping available sites and buildings. Using GIS technology, prospective companies are able to examine the geographic characteristics of each location, in addition to accessing the specific information provided by real estate brokers. The dynamic mapping capabilities include the ability to zoom in/out, move the map, and overlay geographic "layers" of information such as airports, colleges and railroads. Reports for each location can also be generated, providing more detailed information about the surrounding demographics, workforce, business makeup, and consumer spending characteristics.

In addition, the new website is linked to an international search portal for site selectors, www.zoomprospector.com. Busy executives can use the portal to search for communities meeting

their specified requirements. Since the Sioux Falls Development Foundation is an affiliated partner with the site, any search that brings up Sioux Falls will allow users to "click" through to the SFDF website, where they can continue to look for specific sites and buildings.

"I'm enthusiastic about the Development Foundation's increasing use of technology," said Jack Hopkins, SFDF chair. "It sends the right message to the corporate community. They're used to doing business online and if they're considering an expansion, it signals that we are a progressive region."



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Lincoln County
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Materials handling magazines rank Sioux Falls best for new facility

Recent articles in three national magazines dedicated to shipping, warehousing and materials handling illustrate the clear superiority of a location in Sioux Falls to that industry. Using the data collected by the Boyd Company of Princeton, NJ, *Modern Materials Handling*, *Logistics Management* and *American Shipper* have all compared the costs associated with a warehousing and distributing center in Sioux Falls with a similar facility in fifty locations in a wide variety of regions.



dollars makes Sioux Falls the logical choice for a national distribution center.”



The study's three highest cost locations are San Jose/Sunnyvale, CA; Orange County, CA, and Toronto with total operating costs averaging \$12.6 million per year. **The lowest cost warehouse site is Sioux Falls**, with total operating costs averaging some \$7.6 million per year. The warehouse operating costs are scaled to a

hypothetical 175,000 square foot facility employing 75 nonexempt workers and shipping over-the-road to a national U.S. market.

“Our location in the center of the nation, at the crossroads of two major interstate highways makes us an attractive location geographically,” said Slater Barr, Sioux Falls Development Foundation president. “The fact that operations here in Sioux Falls also save a company millions of

Augustana student is winner of a Spirit of Sioux Falls Scholarship

Renee Poirier, a business administration and computer science student at Augustana College, is one of four area students to receive a **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 a South Dakota institution.

Poirier, a Rochester, MN native, is directing her business and computer studies toward a focus on marketing. She served on the Union Board of Governors as the Marketing Governor and as an administrative assistant at the Excel Achievement Center. She has been on the Augie Dean's list and credits her father for her desire to be a business woman.



Renee Poirier

“My father was a business man and I admired his work,” Poirier said. “Business is also a way to exercise my leadership in and out of the classroom—and I've always loved numbers that go beyond a math equation.”

The Sioux Falls Development Foundation is proud to be the sponsor of the **Spirit of Sioux Falls Scholarships** and congratulates Renee on her achievement.



Ground broken downtown for Project Safe Home building

Ground was broken on December 15 at the corner of 3rd Street and Minnesota Avenue in downtown Sioux Falls for Project Safe Home. The \$3.4 million, 33 unit, affordable apartment building for the chronically homeless will be a place for people in need to get back on their feet. The architect for this building project is Perspective, Inc., with Lloyd Construction serving as the General Contractor. While the apartment complex is being built by Minnehaha County, donations and support for the project have been received from corporate and individual sponsors throughout the area. The planned completion date for Project Safe Home is October 1, 2011. Businesses interested in donating to Project Safe Home should contact Carol Muller at the Siouxland Health & Human Services Building or cmuller@minnehahacounty.org.

Interns in Industry connects students and businesses

Since 2003, the Interns in Industry program has connected 195 student interns with 59 Sioux Falls area companies.

“Thousands of talented students are learning and earning their degrees right here in our region,” Workforce Development Director Mary Medema said. “These students are a vital resource for area companies—and the internship experience better prepares the students to become excellent employees after they graduate.”

The Interns in Industry program coordinates the screening of interns for regional businesses and offers a \$500 scholarship to those students who complete their internships. Since 2003, \$98,000 in scholarships have been awarded.

Companies are provided with a short list of college students to interview for their internship opportunities based on students who have applied through the Interns in Industry program.

“We send notices to ten educational institutions nearby,” Medema said, “but a wider circle of students hear about the program from friends,

parents or other college websites. In past years, we have had students representing nearly twenty schools applying for our internships.”

The program has proven to be very popular with students and businesses, Medema said. The screening of interns helps



Mary Medema

companies find the best candidates—often leading to job offers made to the interns upon graduation—and students are able to go to a single source to explore a variety of internships available.

“The scholarship is a big plus,” Medema said, “but the success of Interns in Industry is based on placing the right student with the right company. That way, everybody wins—the community, the business and the student.”



If your company is considering offering an internship this summer, Interns in Industry can help. Just contact Mary Medema, Workforce Development Director, Forward Sioux Falls. Phone 605-339-0103 or e-mail marym@siouxfalls.com.

BOARD PROFILE

Eddie J. Sullivan, Ph.D., Hematech

Eddie Sullivan is president of Hematech Inc., a subsidiary of Kyowa Hakko Kirin of Tokyo, Japan. He directed a successful human fertility laboratory in Phoenix, AZ and was a consultant for an animal diagnostics company in molecular genetics and analytical test development. In his current position,



Dr. Eddie Sullivan

he has been instrumental in building Hematech to a company of eighty employees that is moving toward preclinical and clinical evaluation of a genetically engineered animal-made human pharmaceutical.

Sullivan was appointed by Governor Mike Rounds to the SD Research Commercialization Council in 2009 and he is currently president and founding member of the South Dakota

Biotech Association, a state affiliate of the Biotechnology Industry Organization (BIO).

The Development Foundation welcomes Dr. Eddie Sullivan to the board of directors!

Development Foundation Membership Directory available

The 2011 edition of the Sioux Falls Development Foundation **Membership Directory** is available at www.siouxfallsdevelopment.com. The directory lists contact information and company data for all members of the organization, making it a handy reference guide to those business leaders who are participating in the work of economic development for our area.

“Our members have always been a vital part of the work we do,” said Jack Hopkins, Development Foundation board chairman. “Thanks to the active participation of companies and individuals throughout the Sioux Falls area, we are able to prioritize our development efforts and meet the challenges of building a better future for all our area residents.”

Other directories and publications available at www.siouxfallsdevelopment.com include Sioux Falls Major Employers and Sioux Falls Area Manufacturers, as well as the latest Community Profile. Just look under the “Publications” tab on the new Development Foundation website.

President's Report



By Slater Barr

Economic development website is a vital tool for growth

On February 17, the new Sioux Falls Development Foundation website went “live.” We’ve spent months on the redesign, starting with an evaluation of every award-winning economic development website over the past five years. The site presents a cleaner, more modern look and adds a host of features to allow prospective industries to better analyze a Sioux Falls location. Information specific to our targeted industries is already collected and each of the targeted industry pages includes videos of local experts touting the benefits of our community to that industry.

The launch of our website is just the start. We’ll continue to improve the videos, add relevant links to allied organizations, institutions and resources, and post new information and accolades as they become available. We’re entering a world where terms such as Search Engine Optimization, social media presence, blogs and tweets have meaning. In short, this website represents the start of an aggressive new effort to increase Sioux Falls’ exposure over the internet.

Why? Last year, for the first time in years of ongoing surveys, site selectors stated that the most effective means of marketing your community was through your website. When I first entered the profession of economic development, much of the information required by a company seeking a new facility location required them to directly contact the local economic developer and even take a precursory visit to the community. Now, they are able to collect much of that information online, allowing them to eliminate most communities from consideration before they make contact with the local developers. Good economic development programs recognize that trend and place as much information as possible on their website.

We hope that you will take a moment and check out our new online home at www.siouxfallsdevelopment.com.



Congratulations to Diane Andresen

Diane Andresen, Manager of Administrative and Membership Services for the Sioux Falls Development Foundation, is celebrating 30 years of service to the organization this month.

In her administrative capacity, Andresen has served every president of the Development Foundation since the economic development group was staffed during the 1970s. Diane keeps track of members, manages the financial reports and has been a vital part of the growth of the Sioux Empire Development Parks during the past three decades.

The Sioux Falls Development Foundation Board of Directors and her fellow staff members congratulate Diane on her milestone as she continues to serve our organization and the community. Thank you, Diane!

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Sioux Falls
Development
Foundation

Chair's Report



By Jack Hopkins

Building on success with fresh ideas

As the new board chair of the Sioux Falls Development Foundation, I am excited about the year ahead and the prospects for the growth of our economy and a resumption of the patterns of growth we saw before the recession. We know that company executives all over the country have an understanding about the advantages of doing business in Sioux Falls. We're working hard to capitalize on that knowledge and bring new enterprises to our community.

With our new website, we are targeting some specific industry groups that can help to diversify and grow the local economy. We'll be working with our partners in Sioux Falls, the surrounding communities and with the Governor's Office of Economic Development to talk to as many business decision makers as we can in the coming year.

We also want to report our progress to you on a regular basis, so we ask that you e-mail directions@siouxfalls.com so that our bi-monthly newsletter will continue to reach you. You are a vital part of our activity in economic development, and good communication is the key to keeping the team strong.

Our thanks go to past chair Cathy Clark for her leadership during the past year. Her understanding of our economic strengths and her experience in working with business leaders—combined with her obvious dedication to Sioux Falls and its future—have made her an outstanding board chair. She will remain on our board as past chair and will continue to add her expertise to our organization.

I look forward to hearing from you in my role as Development Foundation chairman. It's going to be an exciting year!



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Call 1-800-658-3373,
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