



## PROGRESS REPORT, First Quarter, 2010

### New executive committee selected to lead Forward Sioux Falls



Mark Shlanta



Dave Rozenboom



Cathy Clark



Michael Bender

The Joint Venture Management Committee of Forward Sioux Falls, composed of board members from the Sioux Falls Area Chamber of Commerce and the Sioux Falls Development Foundation, has chosen new officers for 2010. Serving as chairman for the group is **Mark Shlanta**, SDN Communications, with **Dave Rozenboom**, US Bank, as vice chair. **Cathy Clark**, Wells Fargo, is the newly elected secretary and **Michael Bender**, Bender Commercial Real Estate, is treasurer.

SDN's CEO since 2000 and a South Dakota native, Shlanta has

been active in a number of volunteer activities throughout the community. He joined the Development Foundation Board in 2003.

Rozenboom, the 2010 chair of the Chamber of Commerce, is the Regional President of U.S. Bank, overseeing the bank's 15 offices in eastern South Dakota, Jamestown, ND and Sioux City. A 24-year employee of U.S. Bank, he's been on the boards of Junior Achievement of SD, Sioux Empire United Way, Avera McKennan and Sioux Falls Christian Schools.

Current chair of the Sioux Falls Development Foundation, Clark is the Community Bank President of Wells Fargo. She is Past Chair of Sioux Falls Area Chamber of Commerce and Dakotabilities and has served on numerous boards and fundraising drives during her 25 years in Sioux Falls. Clark currently serves as Treasurer of the Sioux Falls Sports Authority and as a board member for Avera McKennan, Junior Achievement and Xcel Energy.


Since moving to Sioux Falls in 1992, Bender has averaged a

volume of approximately \$12 to \$15 million per year and is the first broker in South Dakota to be included in the Society of Industrial and Office Realtors. Bender is currently the owner of Bender Commercial Real Estate Services and Midwest Property Services.



### Plan to attend the Stakeholders Meeting

A Future Sioux Falls Stakeholders' Meeting has been scheduled for Thursday, April 29, at 7:30 a.m. at the Sioux Falls Convention Center. As a Forward Sioux Falls investor, you will be hearing more about this meeting in coming weeks. Mark your calendar today—and plan to participate in an event that will help to shape the future of our community.



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## Briefing Center remodel upgrades technology

**F**orward Sioux Falls has funded the first remodel and update of the Roger A. Hainje Briefing Center, located adjacent to the Development Foundation offices in the Commerce Center at 8th Street and Phillips Avenue. In addition to a reconfiguration of the space, technological improvements will make high tech presentations possible. The computer interactive projection system allows the use of PowerPoint materials plus access to web-based resources like Google Earth and other mapping systems.

“As the community grows, it is vital that economic development professionals be able to pinpoint not only the location of specific sites, but also the contours and construction-oriented geographic features of a site,” said Slater Barr, Development Foundation president. “The web-based mapping capabilities of the new Briefing Center are perfect for that, in addition to being an excellent display space for presenting photos and data about our region to visiting executives or community groups. It’s a functional, upscale and a technologically state-of-the-art facility.”

The room is also available for Chamber of Commerce and Development Foundation meetings. The Briefing Center was an important feature for Forward Sioux Falls when the Chamber and Development Foundation moved into the Commerce Center in 1992.

## Stay Close-Go Far winner is a Sioux Falls tech professional

**T**he most recent winner in the on-line *Stay Close-Go Far* contest is Jason Kueter, who won \$150 in “Bear Bucks” to use at Great Bear Recreation Park in Sioux Falls. Originally from the Hartford area, Kueter and his wife live in Sioux Falls. A graduate of West Central and of Southeast Technical Institute’s CIS program, Kueter is currently using his skills working for Classified Verticals, a vertical integration provider located in the South Dakota Technology Business Center in Sioux Falls. Jason is a Facebook Friend of *Stay Close-Go Far* and that is how he first learned about the Bear Bucks sweepstakes. He likes to ski and is looking forward to spending his \$150 in Bear Bucks when he and his wife take to the slopes!



Jason Kueter

## Workforce Development Report

### Challenges result in opportunities in Hutchinson Technology closing

By Mary Medema, Workforce Development Director

**I**n 2008, in the midst of constant national news stories of job loss and other troubling economic trends, Sioux Falls learned that it would experience a significant business closing. Hutchinson Technology announced that they would cease operations at their Sioux Falls plant by spring/summer of 2009. Other area businesses were adjusting work hours and staff levels during this same time, but Hutchinson’s closing would present some unique challenges. At the time of the announcement more than 600 employees made up the Hutchinson Sioux Falls workforce and were going to be directly impacted by the closing. In addition, the closing would leave a 300,000 square foot facility vacant.

Fortunately, the future use of the building was not a mystery very long as Sanford Health moved quickly to purchase it, having determined that this facility could house much of their research activity.

Meanwhile, the employees of Hutchinson Technology began their search for other job opportunities or a new direction for their careers. Many of the engineers and other technically skilled employees are currently contributing to the success of dozens of other area businesses. Between 200 and 250 former employees have completed or are currently enrolled in training

programs in preparation for the next step in their careers. Healthcare and Human Services occupations are the most popular choices, but dozens of other programs have been engaged as well. While the employment history for many is not yet written, employers continue to reach out and welcome former Hutch employees.

Thanks to the growing diversity of industry and jobs and a growing workforce support system, Sioux Falls is once again demonstrating a resilience not present in other communities our size. As research activity expands and other shifts take place in our labor market we are reminded to look for the silver lining and be grateful for:

- Outstanding training providers in our community.
- Talented individuals willing to learn new skills to bring to their future employers.
- The repurposing of an impressive facility and campus.
- Expanding research activity.
- The employment services offered by the Department of Labor and by the private sector employment offices assisting workers to transition to new employment.

Thanks to Forward Sioux Falls, we are working together to face challenges and are determined to emerge from this recession stronger than before.



## Chairman's Report

### Looking ahead with confidence

**N**one of us needs a crystal ball to see that economic recovery during 2010 will be slow and steady. But in the Sioux Falls area, we are experiencing the positive signs that remind us that we have advantages over the rest of the nation—and that our proactive, confident business community is ready to return to prosperity. We need to maintain that confidence and assess our strengths as we move forward this year.

It is my pleasure to greet you as the new chairman of the Forward Sioux Falls Joint Venture Management Committee. Our thanks to past chair Kelby Krabbenhoft, whose service in this role extends back to the beginnings of Forward Sioux Falls V. Kelby has shown—and continues to demonstrate—genuine leadership and a heart-felt commitment to this community that is an inspiration.

This year is a pivotal period in the future of Sioux Falls. We've all heard a great deal about the "new normal," as

By Mark Shlanta,  
Chairman,  
Forward Sioux Falls



our changing expectations about the US economy have been called. Here in Sioux Falls, we have been studying our strengths and measuring our biggest challenges as we prepare for the next step in our community's growth. We've done that by listening to our investors and other community stakeholders.

You'll be hearing more about our assessments and about plans for the future in coming months. We'll be talking to you, our investors, as we determine what your expectations are, and what goals Forward Sioux Falls should be pursuing in this new economy.

Our investors have their fingers on the pulse of our regional economy. They understand the unique advantages of a Sioux Falls area business location. More than anyone, our investors have a vision for where they want Sioux Falls to be in the near future and beyond. That vision will be the driving force behind Forward Sioux Falls—just as it has been for nearly a quarter century.

### Partnerships vital to successful Tech Center expansion

**W**ith assistance from numerous local, state and federal partners, the South Dakota Technology Business Center has successfully completed its 7,000 square foot expansion project. Partnerships have been a key ingredient of the Center's continued success, according to Dr. Ben Perryman, SDTBC board chairman.

"Without the support of the Sioux Falls business community, as well as city, county, state and federal government leaders," Perryman said, "we would not have reached this milestone and have been able to take this next step forward in growing and diversifying the Sioux Falls economy."

Funding for the expansion and additional technology upgrades included a \$1.24 million grant from the U.S. Department of Commerce's Economic Development Administration and \$50,000 in matching funds from both the Chamber and the Development Foundation.

"I really can't thank all of our partners enough," said Rich Naser, the Center's Executive Director. "From the EDA's regional office to the SECOG staff and our construction and technology partners, everyone pulled together to make this project a success."

The majority of the technology upgrades were implemented in January and construction on the

expansion began in April and was completed in December, 2009. Firms that helped complete the expansion and upgrades on time and within budget included TSP, who served both as the architect and construction manager; Beck & Hofer Construction; Tessier's; Degen Electric; Commercial Interior Décor;

Hander Plumbing and Heating; Building Sprinkler; M & L Masonry; AOS, and Workplace Technology Center.

According to Naser, one final project remains—to upgrade the Center's conference rooms with video conferencing and smart-board technology.

"We have been waiting on this project to make sure we had adequate funding available," he said. "The addition of video

conferencing and smart-boards will give our clients the tools they need to operate in a globally connected economy."

The Technology Business Center is currently home to twelve technology-based companies, with two more businesses utilizing the Center's Next Step Program and four additional companies participating in its Virtual Office Program. In its first six years of operation, the Center graduated ten companies. For more information on the SDTBC, contact Rich Naser at (605) 275-8010 or visit [www.sdtbc.com](http://www.sdtbc.com).



## Partnership keeps us poised for progress

**T**here is no doubt that economic development is a competitive business. Fortunately in South Dakota, we have long recognized that we are competing with other states, not with other South Dakota communities.

The Governor's Office of Economic Development, now a division of the state's Department of Tourism and State Development, has long been an active player WITH South Dakota communities to locate, inform and convince those expanding companies to come to our state. Because of the proactive and professional economic development leaders in South Dakota communities, we all understand that, as the old saying goes, "A rising tide lifts all boats."

When the economy of South Dakota improves, all of our cities and all of their residents share in an enhanced quality of life and expanded economic opportunities. For that reason, state and community development leaders work together, attending trade shows, hosting visiting executives and sharing the excitement and sense of accomplishment when a company does relocate to South Dakota.

*By Richard Benda, Secretary of Tourism and State Development, and Future Sioux Falls Steering Committee Member*



With the national and regional economy beginning to show signs of recovery, our state and its communities have a fantastic opportunity to position ourselves to attract even more businesses. During those boom times, companies may not look so closely at location-based expenses, higher taxes or less productive workers. But today, when margins are tight and growth is slower, the business advantages of a South Dakota location shine.

We currently have a cooperative marketing program, involving several South Dakota cities including Sioux Falls and the Governor's Office of Economic Development, aimed at capitalizing on this excellent opportunity to attract new companies. When regional businesses are ready to expand, we want them to know that South Dakota is

ready to welcome them—and to understand from the outset that here in South Dakota, they can make a profit and keep more of that profit. We've already seen excellent response, and we're planning to keep marketing so that our state's business base can keep growing. By working together as partners for progress, we can benefit every South Dakota community and its residents.



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