

SDARL Class VI
Brookings/Madison – Seminar 2
Dec. 7-10, 2010

Tuesday, December 7, 2010

On December 7, 2010, Class VI of SDARL met at the Tompkin's Alumni Center on the campus of South Dakota State University for the first of a four-day session in Brookings and the surrounding area. Having gathered from across the state, Class VI of SDARL began the afternoon with a rousing discussion of networking techniques lead by Frank Kurtenbach, the Vice-President of Sales for Daktronics in Brookings. Throughout the dialog, the importance of being able to speak efficiently before peers, clients, and the general public was stressed. In Mr. Kurtenbach's words, "Going through life shy consumes one's self," so instead, as he remarks, "Be in the driver's seat!" Mr. Kurtenbach elaborated on the roles of sales and marketing, stressing his analogy that marketing is the ability to find fish; sales is the ability to catch them. During this discussion, the class was instructed on the intricacies of conversation, from engagement and finding common ground upon which both parties could find a shared interest to the importance of "working the room" in order to maximize one's time and talents.

The next topic on the agenda was that of wind energy and its importance to the State of South Dakota and its future led by Class III Alumni Dave Iverson. Mr. Iverson operates within sight of 104 wind turbines in Brookings County on the Buffalo Ridge at the altitude of just under 2,000 feet. He led the class in a discussion of the present and future considerations of wind development. He elaborated on the three phases of development from the initial lease and financial considerations to the construction, and finally the working facility. In depth the group discussed with Mr. Iverson both his and their experiences with wind development, it's overwhelmingly positive effects both short and long term on the communities, and the future possibilities.

Such topics were followed by a visit to SDSU's Meat Sciences Laboratory, where Class VI member, Dr. Kelly Bruns, and Dr. Dan Gee walked the class through the factors relevant in red meat consumption and consumer demand. The class was able to look, firsthand, at a number of cattle and pork carcasses as well as a sheep carcass, discussing marbling, cuts, and factors relevant to providing the end user with an enjoyable experience. Such topics were naturally followed by talk of the necessary USDA inspections and grading and the vital differentiation between inspection for wholesomeness and the grading process for value.

In fitting with the overall goals of SDARL, Tuesday night's program was concluded with a lesson on etiquette and table manners with Dr. Deb DeBates from SDSU's department of Teaching Learning and Leadership. Then a lesson on the finer points of wine tasting and its requisite culture with Dr. Gee.

GSM: Kelly Bruns, Susi Odden
Reporter: Chase Adams

Wednesday, December 8, 2010

The day started with Scott VanderWal, Class III Member and president of SD Farm Bureau, addressing the class with the theme of “The world is run by those who get involved” and “If we don’t do it, no one else will either”. Scott also touched on several important ag issues including animal rights, HSUS and PETA, global warming, cow tax, water regulations, EPA, capital gains tax, estate tax, Ag United and the US Farmers and Ranchers Organization. He concluded with “We do it because there is something bigger out there; you can make a difference.”

Steve Kirkey of Fergen’s Men’s Wear in Brookings, addressed the men of SDARL Class VI in proper attire for men to “dress for success”. Steve recommended black or dark charcoal suits complimented with several shirts and ties. He said this wardrobe would be flexible and functional. He also displayed several top coats, which look more professional than shorter jackets over a suit in cold weather, especially when the class goes to Washington, DC. He talked about good quality dress shirts; care of professional clothes and reminded members that alternations are sometimes necessary for a proper fit.

Harriet Swedlund, Executive Director of the SD World Affairs Council and retired SDSU professor emeritus, addressed the women of the class about suitable attire for business success, as well as tips for packing for domestic business travel such as the upcoming trip to Washington, DC.

Class member Noelle Harding appreciated Harriet’s advice about compressing luggage into a smaller suitcase and planning different combinations for several days.

Dr. Mike Brown, SD Dept. of Wildlife and Fisheries, defined aquaculture as using fish as livestock in tanks or ponds and can cross many parameters from fresh water to salt water, warm water to cold water, vertebrates to invertebrates. He described different levels of intensity from one pound of fish per gallon to one pound of fish per 200 gallons of water. The popularity of fish as human food is increasing due to feed efficiency and health issues. Dr. Brown expects popularity of fish to continue increasing at a high rate through the foreseeable future.

Dr. Bill Gibbons, SDSU professor, talked about the challenges and impacts of renewable fuels. He described the research partnership between SDSU and the SD School of Mines and Technology. While the first few ethanol plans were inefficient, the technology improved quickly until alcohol produced from corn is now nearly as efficient as creating electricity from coal. New models for biomass ethanol will improve quickly, too, and become very competitive as technology improves. Fuels such as hay and corn stalks can be used to produce biomass ethanol.

SDSU President David Chicoine was the luncheon speaker of the day. President Chicoine described the growth of the university and the challenges of securing

funding. He credited his executive offices as the experts in their fields and said the president's responsibility was to create conditions and funding that would allow them to work efficiently. He described the competition with neighboring universities such as North Dakota. Dr. Chicoine introduced Laurie Nichols, Provost and Vice-President of Academic Affairs.

Provost Nichols predicted the SDSU campus population will max out at around 13,500 students with approximately 2,000 off-campus students online. She also noted the student to faculty ratio has increased from 17 to 1 a few years ago up towards 19 to 1 currently. Growth in Ph.D's has increased research contracts, which brings in millions of dollars each year.

Victoria Blatchford, President of Brookings Wells Fargo bank, spoke about managing people and relationships in order to ultimately satisfy the needs of customers thereby helping them to succeed. She described her experience in team efforts to help customers feel at home. Opening channels of communication builds relationships and delivers value to customers.

Jack Holmquest, a teacher from Watertown, spoke about effective listening. He described the extra focus and practice that is necessary to improve listening skills. Listening is more than the physical act of mechanical hearing. Listening is comprehension. One must concentrate and practice to cultivate this skill.

That evening, SDARL Class VI members were joined by 50 alumni and friends for an evening banquet. Keynote speakers were Mary Duvall, Class II member and SD Farm Bureau communications director, who discussed what she saw as the top four issues for the upcoming SD legislative session. She was followed by Michael Held, CEO of SD Farm Bureau. He touched on many national ag issues that will affect ag producers in South Dakota.

GSM: Kelly Bruns, Susi Odden
Reporter: Jim Kopriva

Thursday, December 9, 2010

SDARL Class VI started off a great and busy day with greeting new friends from Minnesota's MARL group. Both groups appeared to enjoy their time getting to know each other and learning from the day's speakers together. SDARL Class VI wishes the MARL Class VI great success on their journey.

The group welcomed Michael Brandwein of Chicago who is a nationally and internationally-known speaker and best selling author. Mr. Brandwein gave a powerful, dynamic, philosophic, and very humorous presentation on leadership, communication with ourselves and others, listening, and changing our thinking. Mr. Brandwein said that leadership can be an illusion. The illusion may cause people to ask how did they do that - meaning as good leaders you can create the desired result the same as a well-trained illusionist creates the desired result. Brandwein told us there are no natural-born leaders. Leadership may come easier to some than

others but the skills still need to be learned, practiced and earned. He said that leadership can be learned by anyone and any personality through hard work.

Mr. Brandwein said that words used to describe people good and bad over the years stick with you and are incorporated into our beings. He said "The most important human being we listen to is ourselves", that labels can become limits "We are what we call ourselves". Class VI member Noelle Harding said during a break that "This will change the way I talk with my kids" and "I will be more careful of what I say to them". How we talk to ourselves is what Mr. Brandwein calls "WDISWILAM" (what do I see when I look at myself) and that every decision or comment we make can be linked to WDISWILAM.

He said if you change your way of thinking or the way you think you experience life, you will experience life in a different way. He said we have control over our choices everyday, that we should work harder on listening to others' views and to blend our life experiences. "The most effective leaders I have ever met have multiple management styles".

Class VI then listened to Klay Walinga, MARL Class IV member and a farm manager with Fairland Management. Klay gave a very informative talk on wind energy. He talked about the positives of wind, that it is renewable and that there is an increased demand for energy and energy independence. He stated some of the drawbacks as being only 38% to 40 % efficient, the seasonality with higher winds in the winter and lower winds in the summer when power demand is higher. The cost of tower construction and transmission lines or access to transmission lines was another drawback. Currently there is 35,000 Mkw installed nationally with South Dakota being fifth in wind energy installed. Among the issues discussed were the differences in easements on different projects, property rights, and neighbor rights, including setbacks and seascapes.

Thursday evening SDARL, MARL Class VI and guests enjoyed VJ Smith, who with great humor and wit, both entertained and inspired all those present to be better people in their daily lives. He stated that "We learn that our good and bad habits are learned from others, but we have choices. Life is like a salad bar, we choose what we put on our plates." Mr. Smith said. He went on to say "What goes around comes around" and "Smile and the world smiles with you." He reinforced what other speakers taught this week, that when talking with someone give them your attention, use eye contact and listen. He went on to say that you can't take back words so be thoughtful before you speak and when one says something wrong to say you are sorry. He especially wanted members to be at peace with their loved ones. He ended his talk with the power of the thank you both written and verbal, and how important it is to care and be grateful to those around us and those we have dealings with.

GSM: Michael Reecy and Noelle Harding
Reporter: Jon Nelson

Friday, December 10, 2010

Class VI woke up bright-eyed and bushy-tailed for a road trip to Madison to visit East River Electric Cooperative (EREC), who has been a supporter of the SDARL program since day one. The group had to apologize for being late, which is not like SDARL, but who could have predicted that they would meet a house being moved down the road. As it turns out they were just fine with that because it was one of their good members and the house was probably headed for northwest North Dakota where they are having an energy boom and a housing shortage.

When the group did arrive in Madison they were greeted by Scott Parsley and were taken to EREC's new technology center, which is part of their three and a half year construction and renovation project. Next up was Jeff Nelson, General Manager, who has been with EREC since 1974.

He informed members that in 1935 89% of rural America was without power and corporate America said this would always stay the same. That is when Franklin D. Roosevelt created the Rural Electric Association, known as REA. In 1947, the South Dakota Legislature adopted the REA model. Then in 1949 twenty-one cooperatives joined together to form East River Electric Cooperative, with the purpose of securing power supply and developing transmission delivery, mainly through working with the Federal Government with hydro power supplied from dams being built on the Missouri River. In 1961, EREC and other cooperatives in the upper Great Plains created Basin Electric because they realized they needed other sources of electricity to keep up. In 1966, Basin Electric went online with a 200 mega watt coal plant. Nelson went on to say that 64% of energy today is provided by coal and that they are mandated to have 10% wind power by 2010, which they will exceed. He also added that a lot of people ask why they haven't showed support for wind power and his answer was that coops have committed \$1.5 million to wind energy. Tyler Melroe, SDARL Class VI member, asked the question "If we were to reduce our coal-generated electricity to 20% of the supply and replaced it with renewable energy what would happen to our rates?" To which Jeff answered, "We cannot do that right now. We would need to look at other options such as natural gas, which doesn't have the infrastructure to do that. And, we would probably need 20-25 years of technology to accomplish that or consider more nuclear energy. Nelson is proud to be with EREC where they serve 2.3 customers/mile of line compared to investor-owned utilities who serve 30 customers/mile. EREC is proud to supply first class service with a 1.5 % profit margin. They pay a gross receipt tax, with 2% of that going directly to school districts where electricity is purchased from the local cooperative, with Rural Electric having a \$275 million impact on the state of South Dakota.

The day at EREC also included a tour of the dispatch center that runs 24 hours a day, 365 days a year, where they monitor over 120,000 lines and points on the electricity grid. The group also heard from Chuck Lohsandt, who spoke about advancing technology in home meters and how they can do more than just give EREC a meter reading, but are instrumental in their day to day job and efficiencies of the cooperative.

The last speaker of the Brookings seminar was Dr. Barry Dunn, SDSU SD Corn Utilization Council Endowed Dean. Dean Dunn is very proud of SDSU and their nine departments involved in ag, with economics being one of the largest departments. He discussed \$4.5 million of private money that will change this department for both students and faculty. He is also very proud of the dairy science division for its 25th year in a row of having 100% placement of its graduates within six months of graduation. Dr. Dunn had two concerns; first, by 2050 the world's population is expected to increase by 50% to more than nine billion people, leaving agriculture to figure out how to feed them. He said that farmers and ranchers will be expected to raise as much food in the next 40 years as they have in the past 1,500 years combined!

His second concern is for the refutation of science by the public, because "cutting edge science will play a major role in being able to feed the world." He is also worried about the fight with vaccinations and how important this science is to the wellbeing of the human race. Michael Reecy, SDARL Class VI, asked Dr. Dunn "What can we do to help with the challenges and with the outside influence?" Dr. Dunn responded, "Call your legislatures and talk to them. Let them know we have to keep funding research at SDSU, South Dakota's only land grant university. They have cut their budget for the last two years and it is very important to discontinue doing this. More and more education becomes very expensive because of drastic cuts on their budget and we are on the verge of education becoming not for the common person, but for the elite." At SDSU he would like to get the faculty more competitive in grants and he realizes they have to change to make things more competitive, but they also have to save what makes them unique and different from other universities.

We concluded day four in a circle for reflection on our week. This was an emotional time but also one filled with laughter. Members are all very grateful for this program and for the friendships and changes it has made in our lives already. This is truly a life-changing experience. After listening to today's speakers' passion and enthusiasm members are sure to wake up tomorrow morning with even more appreciation for a warm home and food on the table.

GSM: Michael Reecy and Noelle Harding
Reporter: Glen Crawford