



BLACK HILLS STATE UNIVERSITY

Fuel the Growth - 2022

Advancing Economic Development in Our Communities

Basic Economic Development Course

September 14-16, 2022

BHSU - Rapid City, 4300 Cheyenne Boulevard, Box Elder (near Exit 61)

Updated 8.15.2022

DATES	TIMES	TOPICS	PRESENTERS	LOCATIONS
Wednesday, September 14	7:15-8:00 am	REGISTRATION & CONTINENTAL BREAKFAST		BHSU-RC entrance & Room 111
	8:00-8:30	Welcome & Introductions Remarks & Course Overview Recognition of Sponsors	Dr. Priscilla Romkema, BHSU Representative for <i>Fuel the Growth - 2022</i>	Room 112
	8:30-10:00	Managing an Economic Development Organization (EDO)	Joe Fiala, Partner Relations Director, Governor's Office of Economic Development (GOED)	Room 112
	10:00-10:30	Managing an EDO: Part 2 - <i>Examining Conflict</i>	Joe Fiala, GOED, and Lori Frederick, Senior Business Development Representative, GOED	Room 112
	10:30-10:45	BREAK		Room 111
	10:45-11:45	Marketing & Attraction	Hollie Stalder, Executive Director (ED), Belle Fourche Economic Development Corporation (EDC) and Zeann Gollither, Owner, Z Productions	Room 112
	11:45 am - 12:30 pm	LUNCH		Room 111 (and 120)
	12:30-1:30	Marketing & Attraction: Part 2 - <i>Defining Rural</i>	Hollie Stalder, ED, Belle Fourche EDC, and Dr. Julie Norman, Executive Director (ED), Region III Workforce Development Board of Kanawha County, WV	Room 112
	1:30-2:30	Business Retention & Expansion	Andrew Nilges, Executive Director, North Sioux City EDC	Room 112
	2:30-2:45	BREAK		Room 111

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	2:45-3:45	Using Data to Make Economic Development Decisions	Dr. Jared McEntaffer, CEO, Dakota Institute for Business & Economic Analysis	Room 112
	3:45-4:45	Strategic Planning & Visioning	Mutch Usera, retired, Community Affairs/ Economic Development, Black Hills Energy	Room 112
	5:00–6:30	Welcome Reception Comments from Joe Fiala, Partner Relations Director, GOED, and Dr. Julie Norman, ED, Region III Workforce Development Board, WV	Sponsored by the South Dakota Governor’s Office of Economic Development (GOED) <i>Appetizers and Beverages</i>	Property Meld Upper Floor-406 St. Joseph Street, Rapid City (see map on page 4)
Thursday, September 15	7:00–7:45 am	REGISTRATION AND CONTINENTAL BREAKFAST		BHSU-RC entrance & Room 111
	7:45-8:00	Recap of Day 1 and Day 2 Overview	Dr. Priscilla Romkema, BHSU Representative	Room 112
	8:00-9:00	Workforce Development	Dr. Julie Norman, ED, Region III Workforce Development Board, WV	Room 112
	9:00-10:00	Workforce Development: Part 2 - <i>Placemaking Panel</i>	Kory Menken, Executive Director (ED), Spearfish Economic Development Corporation; six panelists*	Room 112
	10:00-10:15	BREAK		Room 111
	10:15-11:15	Community Planning	Jennifer Sietsema, Executive Director (ED), Black Hills Council of Local Governments	Room 112
	11:15 am-12:15 pm	Community/Neighborhood Development	Michelle Kakacek, Director, Business Development, Watertown Development Corporation	Room 112
	12:15-1:00	LUNCH		Room 111 (and 120)
	1:00-2:00	Entrepreneurial & Small Business Development	Mike Bockorny, CEO, Aberdeen Development Corporation	Room 112
	2:00-2:30	Entrepreneurial & Small Business Development: Part 2 - <i>Support Through SD CEO</i>	Michelle Kane, Director of SD CEO West – Women’s Business Center at BHSU in Spearfish	Room 112
	2:30-3:00	Panel Follow Up and Discussion of Resources Available for Entrepreneurs	Lori Frederick, GOED; Fran White, Executive Director, Black Hills Community Economic Development; Michelle Kane, SD CEO; Kory Menken, SEDC	Room 112

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	3:00-3:15	BREAK		Room 111
	3:15-4:15	Ethics	Ted Haeder, Executive Director (ED), Greater Huron Development Corporation	Room 112
	4:15-5:15	Ethics: <i>Case Study Exercise</i>	Ted Haeder, Greater Huron Development Corp.; Priscilla Romkema, BHSU; Lori Frederick, GOED	Rooms 112 and 108
	5:15-5:30	Day 2 Wrap Up and Tour Information	Dr. Priscilla Romkema, BHSU; and Lori Frederick, GOED	Room 112
	5:45-6:45	Off-Site Tour: David Lust Accelerator Building (D-LAB)	Mitch Nachtigall, Ecosystem Development Director, Elevate Rapid City	18 East Main Street, Rapid City (see map on page 4)
	6:45 -	Dinner on your own in Rapid City, SD		
Friday, September 16	7:00–8:00 am	REGISTRATION & CONTINENTAL BREAKFAST		BHSU-RC entrance & Room 111
	8:00-9:30	Economic Development Finance	Daniel Ainslie, City Manager, City of Sturgis	Room 112
	9:30-9:45	BREAK		Room 111
	9:45-10:45	Real Estate Development/Reuse	Hani Shafai, President, Dream Design, International, Inc. Rapid City	Room 112
	10:45-11:45	Real Estate Development/Reuse: Part 2 - <i>Energy 101: Electric & Natural Gas</i>	Bo Secest, Rapid City Electric Operations Manager, Black Hills Energy	Room 112
	11:45 am-12:30 pm	Closing Session: Remarks Request for Feedback/Input Presentation of Certificates Photos Looking Ahead to Fuel the Growth - 2023!	Dr. Priscilla Romkema, BHSU Representative; Lori Frederick, GOED; Kory Menken, SEDC; Dr. Laurie Nichols, Black Hills State University President	Room 112
	12:30	Adjourn		

***Panelists on Thursday, September 15, from 9:00-10:00 am** – Kelsie Darling, Quik Signs, Spearfish; Larissa Hespen – Property Meld and Elevate, Rapid City; Ray Hespen – Property Meld, Rapid City; Julie Olson - Turner Lee Consulting & Design, Spearfish; Jacob West – Omnitech, Rapid City; Ryan Driscoll – Omnitech, Rapid City