

VIRTUAL

Women's Business CONFERENCE

DEFINE YOUR PATH

Presented by SD CEO WOMEN'S BUSINESS CENTER

THURSDAY, MARCH 25, 2021
VIRTUAL CONFERENCE





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Agenda

ALL TIMES IN CST.

9:00 AM

WELCOME

INTRODUCTIONS, **Michelle Kane**, SD CEO Women's Business Center

9:15 AM

DEFINING THE PATH, **Jennifer Pharr Davis**, National Geographic Adventurer of the Year

In a world that wants women to do everything well, it is imperative that we discover a narrow path where we can excel. We can define these individual pathways through personal and professional exploration, setting boundaries and communicating clearly, and by choosing habits of change over struggles of control. Learn to embrace the power-and freedom-that comes from naming your vision and claiming your direction.

10:15 AM

NORTHERN STATE UNIVERSITY & DAKOTA DREAMERS FOUNDATION

10:25 AM

RIISING AGAIN - REINVENTION AND RECOVERY DURING THE PANDEMIC, **Jennifer Pharr Davis**, Business Owner, Community Member, and Mom with Going the Distance Speakers

Carly Pochop, Owner, Colorful Creations, Aberdeen,
Kimberly Dorsett, Partner, Richardson Law Firm, Aberdeen
Deb Docken Vice President, WM Regional Managing Director, U.S. Bank
 Wealth Management, Sioux Falls

Jennifer Pharr Davis will guide us in a panel discussion with local business women in the community as they share their stories of pivots, adaptability, and resilience during the age of COVID-19.

11:00 AM

KIM BOT, HALO BRANDED SOLUTIONS & PRESENTATION SISTERS

11:10 AM

SPONSOR RECOGNITION

Join us in the recognition of businesses, organizations and individuals supporting female entrepreneurs and working women across South Dakota.

11:25 AM

THE NEXT STEP, **Jennifer Pharr Davis**, Long Distance Hiker Record Setter

Sometimes in order to move forward professionally it helps to take a literal first step. Our physical wellbeing is linked to our professional output as well as our emotional and mental health. This closing session will lead us with questions to consider concerning direction, packing, and recovery that we can reflect on as we leave the virtual conference and take a walk outside.

11:40 AM

DOOR PRIZES & CLOSING

BONUS
POST

Event

NEXT PAGE

BONUS
POST

Event

ALL TIMES IN CST.

CONNECT & NETWORK

5:00 PM
WOMEN'S BUSINESS CONFERENCE
Wednesday, March 31, 2021

Get Outside of your Comfort Zone - Zoom Networking Event!
Sometimes it takes courage to step out of your comfort zone and meet some new people. Extend the conference and join us for a for fun and structured networking Zoom event and grow your network and meet conference attendees from across the state!

GET OUTSIDE CHALLENGE CHECK-IN

with *Jennifer Pharr Davis*

5:00 PM
WOMEN'S BUSINESS CONFERENCE
Wednesday, June 9, 2021

Start your summer off right with some motivation and encouragement to 'Get Outside' this summer! Here's another great chance to reconnect with other conference attendees join keynote speaker Jennifer Pharr Davis for starting your summer off strong.

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KEYNOTE SPEAKER

Jennifer Pharr Davis

NATIONAL GEOGRAPHIC ADVENTURER OF THE YEAR



JENNIFER PHARR DAVIS is a lover of long trails and good stories and a true Renaissance woman. As a hiker, she has covered tens of thousands of miles on every continent but Antarctica. In 2011, she hiked 47 miles a day for 46 straight days to set the “fastest known time” on the Appalachian Trail. She also back-packed 550 miles while pregnant with her daughter and hiked 1,200 miles while nursing her son.

At age 24, Jennifer founded Blue Ridge Hiking Company to make trails accessible to hikers of all ages, genders, and ability levels. Her company is 11 years old, includes two locations, and takes over 1,500 people on hikes each year. Jennifer has authored seven books and written articles for the New York Times, Outside and Backpacker. In 2012, she was named a National Geographic Adventurer of the Year. Jennifer lives in Asheville, NC with her husband Brew, their daughter Charley and son Gus.



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DEB DOCKEN

*Vice President, WM Regional
Managing Director, U.S. Bank
Wealth Management*

deborah.docken@usbank.com

DEB started in the financial industry in 1981 and holds a degree in business from the Nettleton Business College in Sioux Falls, South Dakota. NMLS #520465.

At U.S. Bank in Sioux Falls, Deb makes managing your finances as easy as possible. As South Dakota Wealth Management Regional Managing Director, she partners with investment professionals to bring her clients a holistic approach to financial management. She collaborates to understand her client's financial situations and proposes personalized strategies to help her clients work toward their financial goals and dreams.

Outside of work, Deb serves on the board of the South Dakota Parent Connection and the board of the South Dakota Senior Companions volunteer program. In her free time, she enjoys camping, fishing, hunting, and spending time with her children and grandchildren.



Going THE DISTANCE



KIMBERLY DORSETT

Partner,
Richardson Law Firm
kdorsett@rwwsh.com

KIMBERLY graduated Summa Cum Laude from the University of South Dakota in 1992, and Order of the Coif from DePaul University School of Law in Chicago, Illinois in 1999. Prior to joining the Richardson Law Firm in 2009, Kimberly had been practicing law with Harvey Oliver and Carlyle Richards since moving to Aberdeen in 1999. During that time, she also served as the Brown County State's Attorney for six years and a Special Assistant United States' Attorney for three years under US Attorneys Marty Jackley and Brendan Johnson. Kimberly has volunteer experience on a number of boards, including the YMCA of Aberdeen, East River Legal Services, and the Bethlehem Lutheran Foundation Board. Kimberly's practice areas include employment law, business law, general civil defense litigation, estate planning, and workplace investigations. Kimberly and her husband Marshall have a son, Jackson, and a daughter, Taryn.



CARLY POCHOP

Owner,
Colorful Creations Art Studio
carly@thecolorfulcreations.com

CARLEY Pochop lives in rural South Dakota with her husband and two kids. She taught art in Aberdeen, then quickly realized there was a gap in the community. Colorful Creations, a hands-on art studio, started in 2015 to help the creative souls in the region. After moving the business downtown in 2018, Carly became more involved in the community and has since opened three more businesses with her business partner, Brodie Mueller. The Market on the Plaza a downtown retail hub, restaurant, and event space, is available online now with brick and mortar coming in April 2021; The Rural Revolution podcast featuring extraordinary people in small towns doing great things; and lastly, the



Pheasant Canteen Podcast Studio helping others start and grow their podcast ideas.

Along with this, Carly also started a free community art project that will debut in May 2021. The community art project is an installation of 500 clay roses that will be displayed together in remembrance of her father who passed in 2020, but also for the entire community to come together and appreciate friendship, the breath in their lungs, and the friend and family beside us. Each day is truly a gift that needs to be lived to the fullest and this project, when displayed will remind us of just that. Carly was named Entrepreneur of the Year of 2020 from the Aberdeen Chamber of Commerce and continually works on improving the world around her with like minded people who strive to make our community a better place.

Carly's life motto: "I don't want to get to the end of my time thinking "what if or I could have done better. I'm laying all the cards on the table and living life with no regrets. Life is just too short not to."



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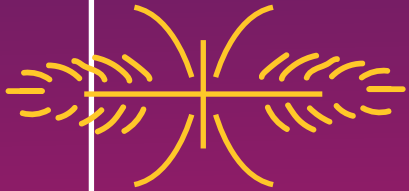


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Contact Mela at Mela.Cosme@BHSU.edu or 605.642.6948.



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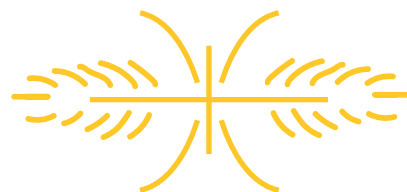
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CONFERENCE *Notes*



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CONFERENCE *Notes*



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PROGRAM BOOKLET DESIGN BY:

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By Bailey Sadowsky

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let us take time to pause, be
present and lift up one another.
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Center for Enterprise Opportunity
Women's Business Center

Michelle.Kane@BHSU.edu

MK: As director of SD CEO, Michelle provides business counseling and resource guidance to aspiring and established entrepreneurs. She and the SD CEO team are privileged to bring outstanding workshops, networking opportunities and conferences to professional women across the state while promoting entrepreneurship and leadership. Prior to joining SD CEO, Michelle owned Black Hills PR, a public relations firm she launched in 2011. Headquartered in Spearfish, Black Hills PR designed marketing, social media and PR programs for local, regional and national clients including three years traveling with a professional rodeo association. She earned her bachelor's degree in Advertising from San Jose State University and is a 4th generation Californian who says that she "found her spot" in Spearfish. Married to Mike for 30 years, they have one son, Jack, and live in Spearfish.

MICHELLE KANE, DIRECTOR



Julie.Hinker@BHSU.edu

JH: Julie grew up in Bellevue, NE (Go HUSKERS) and relocated to the Black Hills of South Dakota in September of 2019. While in college, she followed her dream of playing basketball and graduated with a degree in Mass Communications from Briar Cliff University in Sioux City, IA. She is currently pursuing a master's degree in Strategic Leadership at Black Hills State University. Before joining the SD CEO team, Julie worked as the Campus Visit and Events Coordinator for BHSU planning events and campus visits for prospective students and their families. She also gained experience working for a professional baseball team in Sioux City, IA where she was in charge of all on-field promotions, sponsorships, community engagement and events. Outside of work, Julie enjoys mountain biking, snowboarding, reading mystery books on her kindle and spending time with her husband, Tyler, and golden retriever, Buddy.

JULIE HINKER, PROGRAM COORDINATOR



Mela.Cosme@BHSU.edu

MC: Mela graduated from Black Hills State University in December of 2013 with a Bachelor in Corporate Communications and a Bachelor in Mass Communications with an emphasis in Photography and Graphic Design. In her role as Marketing Specialist, Mela manages the marketing, office administrative duties and assists with the planning and coordination of SD CEO Events and trainings. Born and raised in Puerto Rico, Mela has claimed Spearfish as her basecamp for the last ten years and is fond of the local community and exploring the beautiful Black Hills with her black lab Loki. In the winter, you may find her at our local ski resort, Terry Peak, where she is an PSIA-AASI Level II Certified Snowboard Instructor with a Children Specialist and Senior Specialist certification.

MELA COSME, MARKETING SPECIALIST



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Defining The Path

With Jennifer Pharr Davis

HARD WORK HARDLY MATTERS IF YOU DON'T KNOW WHERE YOU'RE GOING.

A blaze is a marker that let's you know you are headed in the right direction. What is YOUR blaze?

IDENTIFY THE ONE RISK, CHALLENGE, OR ADVENTURE THAT YOU WOULD REGRET NOT TAKING.

New opportunities are often filled with excitement, questions, and confusion. It seems counterintuitive but sometimes when we don't know how to move forward, identifying feelings of regret can help point us in the right direction. What actions will you regret not taking?

Is fear still stopping you from moving forward? Write down the worst case scenario.
Can you live with that?

A STRONG TEAM IS ALWAYS GOING TO PERFORM BETTER THAN A STRONG INDIVIDUAL.

Who is on your team? What resources are available to you?

What tasks keep you from performing your best at home or at work?

Identify the tasks you need to delegate in order to perform your best.

Reinvention and Recovery

With Jennifer Pharr Davis

THIS IS YOUR MOMENT! SOMETIMES WE NEED TO BE REMINDED OF THAT.

Finish this sentence: This is my moment to...

WE OFTEN HAVE TO LET SOMETHING GO, LEARN TO FAIL, OR SURRENDER BEFORE WE CAN RISE UP AGAIN.

Before we can be the Phoenix, we have to create a pile of ashes. What do you need to let go of in order to start a new and better journey?

EMBRACE THE DETOUR

What is better about the path you are on now than the one you were on a year ago?

RECOVERY DOESN'T HAPPEN IN A DAY. IT IS A JOURNEY THAT CAN TAKE WEEKS, MONTHS, OR EVEN YEARS.

Recovery is holistic. You cannot recover at work unless you also work to recover socially, physically, and emotionally. Answer these questions to begin making a plan for wellness.

What relationship in my life needs healing? Is there someone who I need to apologize to?

What are some realistic health goals for you right now? How can you make small but positive changes to your diet, sleep, and exercise habits? (Aim for steady improvements and attainable goals as opposed to ideal performance.)

We all have different tools in our mental health toolkit and sometimes we have to try a lot of them before finding one that works. Take some time to identify your tools. What makes you feel healthy and whole?



Dakota Dreamers Foundation

Inspire. Support. Empower.

The Dakota Dreamers Foundation envisions a future filled with confident, passionate and empowered women achieving their full potential. Our mission is to inspire and support women to persevere in making their dreams come true!

Women inspiring, supporting and empowering each other through their personal stories of challenges and success is the basis of the Foundation. The initial effort was publishing the Dakota Dreams book, which shares the stories of women with dreams who made them a reality through perseverance and hard work.

Distribution of several thousand copies of this book at **no cost** to libraries, domestic violence shelters, prisons, colleges, and educational programs has taken the book and its message of inspiration to women statewide. If you have suggestions that will help us reach more women, please share.

Sales of the book generate revenue to fund new activities. We hope you find your book inspiring and it motivates you to follow your dreams. We invite you to come to our booth, meet some of the amazing women featured and consider purchasing a book as a gift! We would love to meet you!



For more information and opportunities to be a “partner” in the work of the foundation, contact:

Karen Pearson, Dakota Dreamers Foundation Executive Director:
605-877-5955 or PO Box 1173 Rapid City, SD 57709-1173