



**SIOUX FALLS**  
DEVELOPMENT FOUNDATION

**WIN**  **IN** 20  
**WORKFORCE** **SUMMIT** 22



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# EVENT SCHEDULE

9:00 a.m. - 10:00 a.m.

## NETWORKING BREAKFAST

*Exhibit Hall 2*

10:00 a.m. - 11:00 a.m.

## KEYNOTE: "THE UNDERDOG HUSTLE TO ENTREPRENEURIAL SUCCESS"

*Exhibit Hall 2*

### JUSTIN FORSETT

How one NFL Pro-Bowl player went from inventing a product in a locker room to serving people in the community, and how a simple body wipe became a brand on a mission.

11:05 a.m. - 12:05 p.m.

## BREAKOUT SESSION 1

### TALENT DEVELOPMENT

**Ballroom A**

**Learn.Live.Repeat.**

The traditional education model continues to evolve by offering greater access and choice to people of all ages about where and how they learn. Engage our community's top educators to understand how this disruption provides continuous learning opportunities essential for the Great American Upskill.

Speakers: Dr. Brett Bradfield, President Robert Griggs, President Barry Dunn, President Sheila Gestring, and President Stephanie Herseth Sandlin  
Moderator: Janet Kittams

# EVENT SCHEDULE

## TALENT ATTRACTION

Meeting Rooms 8-10

**Collegiate Engagement Made Easy**

It all starts with a Handshake and a trusted advisor. Learn how organizations are leveling the playing field by connecting college students to meaningful employment opportunities to effectively compete and win the talent war. In this session, you will learn how and where the Sioux Falls Development Foundation and others are finding the supply for their current and future talent needs now.

Panelists: Kristin Hoefert Redlinger, Jessica Carlson, and Cal McKeown

Moderator: Denise Guzzetta

## TODAY'S ISSUES

Meeting Rooms 11-14

**Sustainability: Time to Walk the Talk**

In today's hyper-competitive world, an organization's sustainability is one of the vital deciding factors for attracting and retaining top talent. Organizations considering doing nothing will pay the ultimate price. Consumers and employees want to get behind a purpose, something other than profitability and market share.

Join us for case studies involving how minor changes in the work environment are making a significant impact.

Panelists: David O'Hara, Mark Cotter, and Thomas Bosch

Moderator: Mike Gray

12:10 p.m. - 1:10 p.m.

**LUNCH: SPEAKER TRAVIS HAHLER, "LEVERAGING NEUROSCIENCE TO DRIVE CHANGE, BUILD CULTURE, AND PROTECT EMPLOYEE MENTAL HEALTH."**

*Exhibit Hall 2*

# EVENT SCHEDULE

1:15-2:15 p.m.

## BREAKOUT SESSION 2

### TALENT DEVELOPMENT

#### Ballroom A

#### **Workforce reimagined: How Manufacturing and Tech Can Help Us Have Hard Conversations**

In July 2021, U.S. corporations reported the highest vacancy rates ever, with 11 million unfilled positions throughout the U.S.

Join us for this creative session about recruiting, retaining, and reskilling people in a post-pandemic world where upskilling/reskilling current employees is the top way large corporations address labor and skills shortages.

Panelists: Heather Rowson-White, Chris Allen, and Melanie Wiegert

### TALENT ATTRACTION

#### Meeting Rooms 8-10

#### **How to Attract and Maintain a Diverse Workforce**

The past few years of unprecedented change, from social upheaval to a global pandemic, have shown workers what they want and don't want. During this time, the pendulum and delicate balance of our workforce have swung from an employer-centric market to an employee-centric market, where talent today collectively has more influence and power to impact market share and growth than at any time in our history. With this shift, the opportunities for organizations to rethink talent and engagement are endless. This session will dive into what inclusive policies are organizations developing to maintain workplace harmony as these shifts occur.

Panelists: Erica Roth, Undrea Kruse, and Terry Liggins

Moderators: Nick Burns and Andrea Carstensen

# EVENT SCHEDULE

## TODAY'S ISSUES

### Meeting Rooms 11-14

#### Reinvention: The Flip Side of Disruption

Since 2020, we have seen multiple workplace disruptors, including social justice and employee equity, to the global pandemic and technology to support remote work. Organizations of all sizes have flexed their employee policies to quickly align talent management policies to meet the needs of an evolving marketplace.

Technology has been a critical driver in an organization's transformative balance. Technology has enabled innovation to achieve more flexible, personalized employee work preferences and training while managing individual and team performance.

Join us for an engaging discussion with leading organizations creating a workforce where innovation and labor efficiencies are achieved.

Panelists: Ashley Brandt, Joni Ekstrum, Charli Gamber, and Brienne Maner

2:15-2:30

## REFUEL, RETOOL, AND REFRESH NETWORKING

### Concourse

2:30-3:30 p.m.

## BREAKOUT SESSION 3

### TALENT DEVELOPMENT

#### Ballroom A

#### Wellness and Economic Output: The New Power Couple

Gen Z's push, combined with the need to offset the negative impact of the global pandemic on employee engagement and organizational performance, what advice and tips are large organizations implementing to place employee well-being as central to current and future success?

Panelists: Nathan Hay, Jason Herrboldt, Tim Heerts, and Tammy Loos

# EVENT SCHEDULE



## TALENT ATTRACTION

### Meeting Rooms 8-10

#### Turning Lessons into Action

The past 24 months have changed everything from businesses to leaders to employees. The power has shifted from organizations to people, resulting in a new era within the workforce with individuals asking, “Why am I doing this job?” “What’s my purpose in working?” “How can we as an organization do better?”

In 2022 and 2023, we see more businesses step back and reflect on what matters to employees. Join us for a candid discussion with community leaders sharing how their organizations strengthen the connection between their employees and the organization’s mission and values.

Panelists: Bill Gassen, Dana Dykhouse, and Bob Sutton

Moderator: Jodi Schwan

## TODAY’S ISSUES

### Meeting Rooms 11-14

#### Culture, Culture, Culture: If You Don’t Get It Right, Nothing Else Matters

The “new normal” creates massive challenges to organizations in all industries, big or small. So, why be concerned with culture when you, as a manager, supervisor, or team leader, have so many other problems to deal with?

The reason? This “new normal” created massive challenges for your employees as well. Alongside the personal adjustments in working remote or hybrid, what other style habits and behaviors will also need to adapt? Join us for an informational and candid discussion about how the new normal is changing the way we work.

Panelists: Catherine Anderson, Bill Allen, Tara Cox, and Teri Schmidt

Moderator: Anna Moe

# SPEAKER BIOS



## KEYNOTE JUSTIN FORSETT

Justin Forsett is an NFL Running Back and Pro Bowl Player. He was ranked #65 of the Top 100 players of 2015. He's been described as a pow-

erful player despite being “undersized and overmatched.” At 5'8”, Justin became an underdog fan favorite in the NFL.

Drafted by the Seattle Seahawks in the 7th round in the 2008 NFL Draft, Forsett started his 9-year football career in which he played with 7 different teams. He is a podcast host on LeBron James' UNINTERRUPTED Podcast Network, featured in Sports Illustrated, and appears in the final episode of Long Shot.

Justin is a writer, sporting news contributor, and radio broadcast color analyst. Justin's skills as an entrepreneur & inventor found him featured on ABC's Shark Tank as the CEO & Co-Founder of Hustle Clean. Justin spends his time dedicated to helping victims of Hurricane Maria in Puerto Rico. He is an expert on leadership, overcoming adversity, & perseverance.



Travis is an expert in change management, organizational effectiveness, business transformation, and digital transformation with 12+ years of experience helping Fortune



**LUNCH  
SPEAKER**

**TRAVIS  
HAHLER**

100 companies from varying industries and across the globe go through large, strategic changes. In the roles he has held, Travis has had the privilege of working with over 100 companies around the world including 40% of the Fortune 100 list.

Travis brings this expertise to Google as a Global Change and Transformation lead and as the Founder of The Neurological Nomad, an organization whose mission it is to bring neuroscience, neuropsychology, and psychology to today's business leaders in order to better understand their employees and future proof their companies.

Travis holds a Bachelor's Degree in Psychology with an emphasis in consumer behavior, business management, and neuropsychology, as well as a Master of Business Administration with an emphasis in management, organizational behavior and theory, and accounting. Travis' education also comprised several notable experiences including time studying neuropsychology and neuroscience at Harvard University and performing neurological research on cognitive functioning at Aalborg University in Denmark.

## LEARN.LIVE.REPEAT.



### DR. BRETT BRADFIELD

Dr. Brett Bradfield was selected as the 23rd president of the University of Sioux Falls in January of 2017. A graduate of Dakota State College, Bradfield holds a Master of Arts degree in educational psychology and counseling and a Doctor of Education degree in educational administration from the University of South Dakota. After serving the first 20 years of his career in various professional roles as a teacher, coach, counselor, assistant principal and principal in K-12 public and private education, Bradfield moved into higher education at the University of Sioux Falls in June of 2000 after serving as principal of O’Gorman High School. Before being named president of USF, Bradfield served as director of graduate programs, vice president for professional studies and provost/vice president of academic affairs at the university.

### PRESIDENT BOB GRIGGS



For the past twenty-five years, Robert Griggs has served in progressively responsible roles in higher education as a faculty member, department chair, dean, chief information officer, associate vice president, vice president, and the chief academic officer at Northwest Technical College and Bemidji State University, which are part of the Minnesota State College and University System. He has served as the President of Southeast Technical College for the last six years and is responsible for providing executive oversight and strategic guidance in the planning, development, assessment, and evaluation of all aspects of credit and non-credit academic programming offered at the college.

As a first-generation college student, he is passionate about student access, affordability, and transferability. In this regard, he has collaboratively assisted faculty with the revision of academic programs to improve the quality of offerings and to better align with business and industry needs; led college-wide strategic planning efforts; facilitated successful capital campaigns; developed new academic pathways for students through the creation of “stackable credentials”; and created collaborative partnerships with school districts, non-profits, business/industry, tribal colleges, and other higher education institutions.



## PRESIDENT BARRY DUNN

Barry H. Dunn became the 20th president of South Dakota State University in April 2016. A recent HLC report indicate Dunn led SDSU through a successful accreditation which granted the university its strongest report in decades. Since his inauguration, Dunn has led several key initiatives for SDSU to include the strategic plan, Imagine 2023 to embrace our core values, people-centered leadership, creativity, integrity, diversity and excellence, to fulfill our mission to be a premier land-grant university. In accordance with our mission, Dunn began the Wokini Initiative to increase access to higher education for Native American students in South Dakota.



## PRESIDENT SHEILA GESTRING

Sheila K. Gestring, M.B.A., became the 18th president of the University of South Dakota on June 22, 2018, after serving as chief financial officer since 2010 and a part of the USD finance staff since 2006. She is a South Dakota native, and the second USD graduate and woman to serve as president.

As an esteemed visionary and financial leader at USD, Gestring has played a pivotal role in stabilizing the university's financial position while developing innovative financing plans for new facilities across campus. She was an instrumental leader in the University of South Dakota Foundation's 'Onward' campaign, which surpassed over \$250 million raised for student scholarships and development.

Gestring's strong vision for the future of the university is coupled with operational expertise. She is a vigorous defender of public education, particularly the liberal arts, and has a reputation around the state as an inventive problem-solver. She not only understands the needs of USD and public higher education, but recognizes the economic and political impacts, both state-wide and nationally. Her advanced approach to solving complex budgetary issues provides students with access to life-changing research experiences, as well as scholarships that make higher education affordable for all.



## **PRESIDENT STEPHANIE HERSETH SANDLIN**

Stephanie Herseth Sandlin grew up on her family's farm in northeastern South Dakota. Raised in a family involved in government and public service, Stephanie chose to attend college in Washington, D.C., graduating summa cum laude from Georgetown University and cum laude from the Georgetown University Law Center.

Stephanie was inaugurated as the 24th president of Augustana University on September 15, 2017. She is the first woman to lead the university in its 158-year history.

In her first two years at Augustana, she and her leadership team engaged faculty, students, staff and alumni in long-term strategic planning and secured unanimous approval from the Board of Trustees for Viking Bold: The Journey to 2030.

With the spirit of a Viking, she understands and believes in the transformational power of education. She is an entrepreneur, an innovator, and a champion for possibility. She has a heart for service and is passionate about using her gifts to make the world a better place.



## **DR. JOSE-MARIE GRIFFITHS**

Dr. José-Marie Griffiths is president of Dakota State University in Madison, South Dakota. President Griffiths has spent her career in research, teaching, public service, corporate leadership, workforce and economic development, and higher education administration, with special focus on work in STEM fields.

Since coming to Dakota State University in 2015, President Griffiths has led DSU into transformational growth and advancement, a time of rising in almost every endeavor in which the university is involved. Dakota State has seen substantial increases and profound quality improvements in student enrollment; student quality; breadth and depth of academic programs, degree and non-degree-seeking, on-campus and online; scholarship support for students; applied research & development; contributions to state, regional, and national workforce and economic development; partnerships with corporate, non-profit, and government enterprises, locally, regionally, and nationally; new construction and renovation of campus facilities, especially customization of those facilities to support the development and deployment of innovative leading-edge technologies for hands-on teaching/learning, from infrastructure to hardware/software; and private and corporate philanthropy.

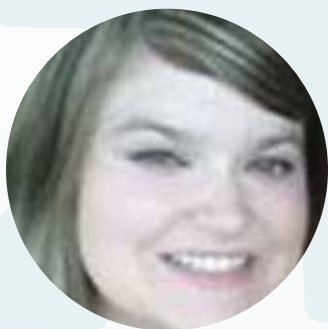


## JANET KITTAMS

Janet Kittams is currently the Chief Executive Officer of the Helpline Center. She has been with agency for over 25 years in a variety of leadership roles. She received her Bachelor's Degree in Psychology from the University of South Dakota and her Master's Degree in Counseling from the University of North Dakota and is a licensed professional counselor.

Her experience has includes serving as a leader in statewide efforts surrounding suicide prevention, expanding the 211 system to become statewide in 2020, and building the Helpline Center to work as a collaborative partner on a variety social service and health care issues.

## WORKFORCE REIMAGINED: HOW MANUFACTURING AND TECH CAN HELP US HAVE HARD CONVERSATIONS



## HEATHER ROWSON-WHITE

Staffing lead at Amazon.



## CHRIS ALLEN

Chris Allen is currently a Project Manager with Henkel. He has worked with the company for over eight years and has held positions as Lean Engineer and Sr. Production Manager, prior to starting his current role six months ago. Before Henkel, Chris worked in the food manufacturing industry for eight years and held a variety of manufacturing and continuous improvement leadership roles. He has a Bachelor's degree in Industrial Engineering from Clemson University. His experience includes developing manufacturing teams to achieve top-level performance across multiple KPIs, lean implementation, and leading Henkel's PRISM Operations & Supply Chain program.

## MELANIE WIEGERT



Melanie Wiegert is a career human resource professional who has worked in small to medium sized business that offered large organization opportunities. This experience allows her to balance corporate requirements with the operating company perspective. Working in various industries including manufacturing, service, retail and healthcare, she operated as a Human Resources Business Partner before that was a common title in the field. Her focus is helping organizations advance goals by aligning the people strategy.

## WELLNESS AND ECONOMIC OUTPUT: THE NEW POWER COUPLE

### NATHAN HAY



Nathan attended college at the University of Minnesota-Twin Cities and majored in Agriculture and Food Business Management and earned a Master of Divinity from Fuller Theological Seminary in Pasadena, CA. Nathan started his career with Cargill, serving in several roles around the globe. For the past eight years Nathan has been with POET, currently serving as their Vice President of People and Culture. Nathan and his wife Nhi live in Renner, SD with their children William and Chloe alongside all of their hobby farm animals.

### JASON HERRBOLDT



Currently serving as Chief Banking Officer for First Bank & Trust, Jason has more than 20 years of financial services experience, specializing in commercial, construction, trust services, and retail banking. He holds a bachelor's degree in Business Management and an MBA from the University of South Dakota as well as a degree from the Graduate School of Banking in Boulder, CO.

Herrboldt is active in many community organizations within the Sioux Falls area, some of which include the Washington Pavilion Board of Trustees & Executive Finance Committee, Dow Rummel Board of Directors & Finance Committee, Southeast Technical College Foundation Board of Trustees, Sioux Falls Area Chamber of Commerce Board of Directors, Startup Sioux Falls Board of Directors, and currently serves as the President of Sioux Falls Downtown Rotary. Herrboldt is an active long-distance runner, having competed in trail races across the country. He and his wife, Angela, have three sons and a daughter.

## TIM HEERTS



Tim Heerts, M.A. is a Trainer/ Consultant with Avera EAP. He is a Certified Employee Assistance Professional with 30 years experience in the EAP and mental health fields. His goal is to prepare employees and supervisors to act effectively and confidently when stakes are high. He has delivered hundreds of presentations to businesses to enhance productivity and safety.

## TAMMY LOOS



Tammy Loos is an HR Business Partner with First Interstate Bank in Sioux Falls. She has over 20 years of experience in human resources management. Her experience expands over various industries with the majority of her experience within the financial services industry. In addition to the practical experience, Tammy has also taught at the Beacom School of Business and at the USD Sioux Falls campus.

Tammy is a past president of the Sioux Empire SHRM and currently serves as the Director-Elect for the SD State SHRM Council.

## COLLEGIATE ENGAGEMENT MADE EASY

### KRISTIN HOEFERT-REDLINGER



Kristin Hoefert – Redlinger is an award-winning talent and thought leader. She is currently the Chief Talent Officer and Executive Director of Community Relations and Strategic Philanthropy for Northwestern Mutual, based in Sioux Falls, SD. Kristin leads fulltime & internship recruiting and the development of key recruiting stakeholders. She helps develop talent and leadership programming for Northwestern Mutual firms around the country is a national speaker on the topic.

Kristin's leadership career started on the west coast as an executive for retail and fashion companies like Clinique before transitioning to Northwestern Mutual, a leading Financial Planning Company. During her early leadership career, Kristin successfully led a 250 person sales and management team, managed \$23.1 million dollars in annual revenue, reduced turnover to record lows, and coached and developed her team resulting in 62 team promotions.

Kristin was named Clinique's "Executive Rookie of the Year" for North America making her one of the youngest executives ever to receive this honor. Since joining Northwestern Mutual in 2016, she has helped lead the firm to record-setting years in recruiting, revenue, and retention. Kristin was recognized nationally for her results as the "Recruiter of the Year" award winner for the FORTUNE 100 company in 2017, 2021, and 2022.

## JESSICA CARLSON



Jessica Carlson currently serves as the Assistant Director of the Thomas Kilian Academic Success Center at the University of Sioux Falls, where she assists students in a wide variety of academic capacities related to advising, major and career selection, academic coaching, and career services. She has served in this role for the past 6 years and previously worked as an Admissions Counselor at USF.

Jessica also serves as the President-Elect and Public Relations and Marketing Co-Chair for the South Dakota Association of College Career Centers (SDACCC). Within this role, she collaborates with fellow career service professionals from post-secondary institutions across South Dakota to plan, market, and implement the annual South Dakota B.I.G. Career and Internship Fair and the SD Teacher Career Fair. Jessica attended South Dakota State University and earned a B.S. in Sociology in 2010. In addition, she earned a M.Ed. in Adult and Higher Education Administration from the University of Sioux Falls in 2016. She is also a member of the South Dakota Higher Education Association.

## CAL MCKEOWN



Cal has been employed with LifeScape in Sioux Falls for over 13 years in the Recruiting Department. He is the Director of Recruitment, where he manages the recruiting team and the overall recruiting process for the organization.

Before LifeScape, Cal had a career as a Senior Manager of Donor Relations for the National Multiple Sclerosis Society for two years, and an Account Executive for three years at KELO-TV.

Cal received his Bachelor's Degree in Business Administration from Bellevue University. He is also a graduate of Leadership Sioux Falls, class of 2011. Cal is a former member of Sioux Falls Recruiting Cooperative and an active member of the Sioux Falls Recruiting Council, which allows him opportunities to network with fellow Recruiting and Human Resources Professionals. For the past 13 years, Cal has been a member of both local and national SHRM, which has been a big part in helping him earn and maintain Professional Certification from both HRCI (PHR) and SHRM (SHRM-CP)! He served on the local SESHM chapter board as Director of Awards & Recognition, and then President Elect, President, and Past President.



## DENISE GUZZETTA



Denise M. Guzzetta serves as Vice President of Talent and Workforce Development of the Sioux Falls Development Foundation. In her current role, she is responsible for the strategic design and implementation of workforce programming initiatives designed to achieve the Forward Sioux Falls Strategic Workforce Action Agenda.

Before her role as Vice President of Talent and Workforce, she has 20 plus years of executive Fortune 50 experience serving as Vice President for BASF Global, Bank of America, Wells Fargo and Company and in advisory positions for the National Public Utilities Commission, The Society for Human Resource Management and the Worldwide ERC.

Denise is an alumnus of Catholic University in Washington, D.C., and Cornell University in Ithaca, New York.

## HOW TO ATTRACT AND MAINTAIN A DIVERSE WORKFORCE

### ERICA ROTH



Erica Roth is a Recruiting & HR Manager at Interstates in Sioux Center, IA, where she has worked for the last 11 years. She is passionate about considering recruiting from the perspective of the candidate experience, and she takes great pride in coaching and leading her team. A native of the Kansas City area, Erica received her bachelor's degree from Dordt University, in Sioux Center. She also holds a SHRM-SCP certification. Erica lives in Sioux Center with her husband and three young children.

### UNDREA KRUSE



Undrea Kruse is a Talent Acquisition Manager at Avera, focusing on nurse recruitment. Undrea has been with Avera for over 7 years, starting as a recruiter and transitioning into the manager role in 2018. Undrea is passionate about helping Avera find great employees to join our wonderful health ministry.

## ANDREA CARSTENSEN



Andrea Carstensen is a Minnesota native who graduated from Augustana University with a Bachelor's in Business Administration and Management Information Systems. She earned her Master's in Business Administration from The University of Sioux Falls, too. She has held roles in several sectors including retail finance, healthcare management, and nonprofit fundraising. Today, Andrea is the Business Development and Cash Management Sales Officer for Minnwest Bank where she is plays a critical role in providing knock-out customer experience. She is responsible for commercial deposit growth and expanding relationships through cash management services for 22/36 of Minnwest's locations. Andrea has a passion for joyfully 'showing up' and building connections; she is active in the Chamber, United Way, SME, Furniture Mission, Junior Achievement, and EmBe.

## TERRY LIGGINS



Terry Liggins has been a practitioner of Diversity, Equity, Inclusion and Justice (DEIJ) principles and a developer of DEIJ programs since 2005.

Terry's cross-cultural immersion experience began as a first-generation college student-athlete enrolled in a predominately white institution in rural Vermillion, South Dakota. He was born in North Omaha, Nebraska, raised by a single mom of six and childhood was saturated with adversity and chaos, drugs and violence, gangs and trauma - in his home, neighborhoods and thirteen schools he attended as a youth.

Terry is a graduate of the University of South Dakota where he completed his Bachelor of Arts in Criminal Justice and minored in Leadership Studies. He also completed his Master of Arts in Public Administration with an emphasis in Non-Profit Organizations.

Terry is recognized for partnering with startup nonprofits corporations, charitable groups and advocacy efforts that help to advance a healing-informed society that is inclusive and equitable in all its practices. Specializing in recruitment and retention strategies through a whole-person focus, he helps teams develop a trauma-informed culture that is safe for all people while inviting a community-based response to the Administration of Justice.

Passionate about workforce development, entrepreneurship mentorship-in-the-margins and effective communication as a full-time consultant and coach, Terry is proud to be the Founder and Chief Executive Officer at TLC Services and Hurdle Life Coach Foundation.

## NICK BURNS



Nickolas Burns is a business development manager based in Sioux Falls, South Dakota. He graduated in 2022 with a degree in Business Admin and Marketing from the University of Sioux Falls, managed digital marketing for small startups, and built brand identities with local companies like Scheels.

Nickolas oversees the marketing, recruiting, sales, and process improvements for a reputable luxury home builder, Deffenbaugh Homes.

He also owns and manages short-term rentals and plans on adding more to his portfolio.

## TURNING LESSONS INTO ACTION

### BILL GASSEN



Bill Gassen is president and CEO of Sanford Health, a \$7.1 billion integrated health system serving communities across the upper Midwest.

Bill marked his appointment to president and CEO of Sanford Health in November 2020 by committing the organization to three pillars: patients, people and communities. This focus has positioned the system to shape the future of health care for generations to come.

In 2022, Bill announced Sanford Health's strategic position and aspirational goal is to be the premier rural health system in the United States, with a commitment to ensuring the quality of care a person receives is not limited by their zip code.

Bill is presiding over transformational growth: In 2021, the health system unveiled a \$350 million virtual care initiative to improve access to convenient, high-quality care for rural, underserved communities. That same year, Sanford Health announced plans to add eight new graduate medical residencies and fellowships in specialty areas, for a total of 15 programs, to build the next generation of rural health care providers.

Bill is a former healthcare litigator and current member of the State Bar of South Dakota. He holds a bachelor's degree in criminal justice and a law degree, both from the University of South Dakota. He previously served in a number of leadership roles for Sanford Health over a ten-year period including chief administrative officer, corporate counsel and chief human resources officer.

He serves on the Health Systems Council of the American Hospital Association and is a board member for the Healthcare Institute.

Bill and his wife, Jill, a physician's assistant for the Veterans Administration, have five children ranging in ages from 3 to 12 years old and live in Sioux Falls, South Dakota.

## DANA DYKHOUSE



Dana Dykhouse is the Chief Executive Officer of First PREMIER Bank in Sioux Falls. He has over 40 years of banking experience. He also serves in leadership positions in numerous local and state organizations, including Chairman of Build Dakota Scholarships, Chairman of South Dakota Freedom Scholarship, Chairman South Dakota Board of Technical Education, Chairman of NorthWestern Energy, Past Chairman of SDBA, SD Jr. Achievement, Sioux Empire Fair, SDSU Foundation, Sioux Falls Chamber, Sioux Falls Development Foundation and many others.

## BOB SUTTON



Bob Sutton is a native of South Dakota. He graduated from high school in Hill City, S.D., and pursued his education at The University of South Dakota, earning a Bachelor of Arts in Political Science and a Master's of Public Administration degree.

Having joined Avera in 2013, Bob is currently the President and CEO. Prior he served as Executive Vice President of Human Resources, and also held positions as Regional President and CEO of Avera St. Mary's Hospital in Pierre and Senior Vice President of Community Relations.

He also has extensive past and present involvement on boards, including the Board of Regents, Bush Foundation's South Dakota Advisory Committee and South Dakota Housing Development Authority Board.

His wealth of professional and executive experience includes positions as President of the South Dakota Community Foundation, Executive Vice President for the South Dakota Bankers Association, Executive Director of both the South Dakota Petroleum Council and South Dakota Petroleum Marketers Association, and Executive Director of the South Dakota Association of County Officials.

His past and present involvement on boards is extensive, and most have been on the statewide level.

Bob has acted as emcee for hundreds of events including governor's inaugurations, South Dakota Hall of Fame induction ceremonies, Governor's Hunt banquets, chamber events, performances and more.

Bob and his wife, Lori, have two grown children, Madison and Matthew. In his spare time, Bob enjoys golf, hunting, travel, and reading historical and contemporary political theory.



## JODI SCHWAN

Jodi Schwan is the founder of Align Content Studio, which launched in 2017 and provides content marketing strategy, production and distribution for clients in a wide range of industries. She also develops and oversees Align's original digital media brands, including [www.SiouxFalls.business](http://www.SiouxFalls.business) and [Pigeon605.com](http://Pigeon605.com), along with providing business news and analysis to Dakota News Now and KELO-AM. Jodi is a former editor, broadcaster and columnist who also served as chief of staff for the city of Sioux Falls from 2006 until 2010.

She earned her bachelor's and master's degrees in journalism from Northwestern University and is a native of Cleveland, Ohio.

## SUSTAINABILITY: TIME TO WALK THE TALK



## DAVID O'HARA

David O'Hara is Professor of Philosophy, Religion, Classics, and Environmental Studies at Augustana University, where he directs the Environmental Studies and Sustainability programs. In addition to teaching in South Dakota, Dr.

O'Hara teaches in Alaska, Central America, and around the Mediterranean, where he studies the relationships between forests and fish. He serves on the Board of Directors for the Butterfly House and Aquarium in Sioux Falls, and he also

serves on the City of Sioux Falls Sustainability and Climate Action Plan Committee. He is the author of several books including *Downstream: Reflections on Brook Trout, Fly Fishing, and the Waters of Appalachia*. He and his wife Christina have three children. They live in Sioux Falls.



## MARK COTTER

Mark Cotter is the Director of Public Works for the City of Sioux Falls. Mark is responsible for the overall operation of the City's Public Works systems, including engineering, street maintenance, traffic light and power, regional landfill, water, water reclamation, storm drainage, fleet, utility billing, and the environmental division.

Mark has 30 years of experience in design and management of civil engineering projects including 16 years as the Director of Public Works. He has a B. S. Degree in Civil Engineering from South Dakota State University and holds a professional engineer license in South Dakota.

Mark and his wife, Denise, have three children, ages 19, 21, and 23.

## THOMAS BOSCH



Tom Bosch is blessed to serve as the Vice President of Hospitality for Avera McKennan Hospital & University Health Center for over 10 years. He is responsible for oversight of Facility Services, EVS, Security, Valet, Food Service Operations, Emergency Preparedness and the Fitness Center within the Avera McKennan region. Prior to joining Avera in 2011, Tom spent 24 years in the hotel industry serving in a variety of roles from Housekeeping to General Manager in various communities in the upper Midwest.

He believes in giving back to his community by volunteering and serving on a variety of different local boards. Tom's greatest joy in life is his personal relationship with his Lord and Savior Jesus Christ, while his greatest happiness comes from his wife of 34 years Amy and their two daughters Emma & Isabel and son in law Tyler. In his spare time, Tom enjoys golfing, biking, traveling and getting together throughout the year with his 4 older brothers and their families.

## MIKE GRAY



As the Director of Business Retention & Expansion, Mike Gray works with industrial-focused businesses, site selectors, developers, and brokers who have an existing presence in Sioux Falls. Gray invests time to develop relationships with employers and their representatives to understand their needs and to connect them with the resources they need to expand operations in Sioux Falls.

With a background in municipal government, financial planning and project management, Gray is a graduate of South Dakota State University with a degree in Economics with a Business Specialization.

## REINVENTION: THE FLIP SIDE OF DISRUPTION

### JONI EKSTRUM



Joni Ekstrum serves as executive director of South Dakota Biotech, overseeing its advocacy, communication, education, and membership services and representing more than 50 companies in industries spanning from agriculture to medical services and renewable fuels. Since assuming this role in 2012, Joni has grown its membership and increased gross profit while maintaining and expanding membership benefits. Her collaborative approach has provided connections for networking and led to career, new business, and partnering opportunities for both members and individuals. Joni previously served as administrator of POET's political action committee. She also is a veteran of many statewide political campaigns.

Joni has a B.S. in Psychology from SDSU. In her spare time, she enjoys running, reading, and spending time with family and friends.

## CHARLI GAMBER



Charli Gamber, SPHR, grew up in northeastern SD on a dairy farm. She graduated from SMSU with a Business Management degree concentrating in HR in 2008. She's been active in the HR community her entire career. She spent 14 years in human resources, during which time she also earned a Master's of Human Resources from Southern New Hampshire University. She wrote a book titled, HR Burnout: Reigniting the Flame. Today, she is the Branch Service Leader of IMKO Workforce Solutions in Sioux Falls and helps provide clients with talent solutions. She is an avid motorcycle rider and reader. She lives in Sioux Falls with her fiancé and their puppy, Apollo.

## BRIENNE MANER



Brienne Maner is a community champion whose heart belongs to her hometown, Sioux Falls, SD. She has served as Executive Director of Startup Sioux Falls for 3.5 years and was recently promoted to President, in which time the organization's mission, vision and physical location have changed. Her team is closing in on relocation of their facility to downtown Sioux Falls and transformation from an incubation facility into a startup ecosystem organization to help further support and connect startups and small businesses to resources, education and mentorship.

Through this transition, in just the past year, Startup Sioux Falls has served over 7,600 members of our community, including 3,000 event attendees, 6 CO.STARTERS accelerator cohorts of over 79 graduates, and 114 individuals representing underserved populations in over 13 countries.

In 2021, Startup Sioux Falls became one of only 51 organizations across the country to receive up to \$1M as part of the SBA Community Navigator grant pilot program. The funds are being used to support underserved communities across the state by providing accelerator programming and small business resources to communities serving Indigenous peoples, rural communities, women, veterans, people with disabilities, New Americans and Immigrants. Securing this grant with her team is one of Brienne's proudest professional accomplishments.

Prior to her role at Startup Sioux Falls, Brienne has served in various non-profit leadership roles in Sioux Falls, including Sioux Falls Jazz & Blues Society and Downtown Sioux Falls, Inc. (DTSF). She is also proud to serve as part of an annual grassroots effort to collect and donate products for The Banquet, she's a Downtown Rotarian, and serves as a mentor to women and young professionals in the community.

Brienne is a proud wife to Brian Bieber, and mother to their daughter, Pearl.

## CULTURE, CULTURE, CULTURE: IF YOU DON'T GET IT RIGHT, NOTHING ELSE MATTERS

### CATHERINE ANDERSON



Catherine A. Anderson, MS, CPMSM is the current Avera Health System Director of Service Excellence, working directly with teams across the Avera footprint to improve the health system's customer experience. Catherine has worked in health care for over ten years in various advisory and leadership positions. Catherine has a passion for people, leadership, and culture that started early in her education. She holds a Bachelor of Science degree in Education and Human Sciences from South Dakota State University and a Master's degree in Organizational Leadership from the University of South Dakota. In addition to Catherine's education, she is a Prosci Certified Change Practitioner and is certified with the National Association of Medical Staff Services as a Professional of Medical Services Management.

### BILL ALLEN



Bill Allen is the current President and CEO for Showplace Cabinetry based in Harrisburg, South Dakota.

Bill was born and raised in Harrisburg and stayed in South Dakota for college, attending and graduating from South Dakota State University in 1985. Since graduating SDSU, Bill has spent over 35 years in the manufacturing industry. First at Litton Industries, at the time one of the largest employers in Sioux Falls, and then several years at Raven Industries where he held various management positions. In 2002, he was called back to his hometown of Harrisburg and joined Showplace as the Materials Manager and has risen the ranks to his current leadership role.

Bill, his wife, Sheri, and their children, Will and Katelyn, live in Harrisburg on an acreage that has been in the Allen family since the late 1800's.

### TARA COX



Tara Cox is the Sr. Director of Culture, Engagement & Organizational Effectiveness at Wilbur-Ellis. Passionate about organizational health, employee experience, culture, engagement, and talent intelligence, Tara has a reputation for providing diverse and consultative leadership excellence that propels change, delivers results and accelerates business goals. Tara's career includes progressive HR roles, such as HCM consultant, HR consultant, and executive coach, and business ownership. She has a background in the construction, call center, HCM, Agribusiness and chemical industries with employees all across the US and in Asia Pacific. While Tara resides in Sioux Falls, SD with her two children, she regularly balances travel to the San Francisco corporate office and Denver office with her local office and home.



## ANNA MOE



Anna Moe is an experienced end-to-end recruiter who hires, trains, and develops the best financial and insurance professionals in the greater Sioux Falls, South Dakota area. Anna leads with passion and authenticity as she experienced the life-changing effects of the industry following the unexpected passing of her father in 2018. Anna's biggest desire in the professional world is to empower and advocate for young professionals and underrepresented groups.

Born and raised in Owatonna, Minnesota, Anna found her way across the border to pursue her undergraduate degree at Augustana University. Anna obtained her Master of Business Administration from the University of Sioux Falls to follow and fell even further in love with the Sioux Falls area. She is heavily involved in her community serving as an active member of the Sioux Falls Young Professionals Network, speaker and presenter for numerous community organizations, former board member for Sioux Falls Disrupt HR, and Wedding and Event Planner at Serendipitous Events.

When away from her desk, Anna is a social butterfly who loves to surround herself with friends and family. Anna travels often, enjoys hot yoga, training for marathons, and getting away to her family lake cabin in northern Minnesota as much as possible.

## TERI SCHMIDT



Teri Schmidt grew up in Winner, South Dakota where she graduated from Winner High School. She was active in the Warriorettes, marching band, and plays. Teri went on to get her degree in Education at the University of South Dakota. She is the daughter of the late Dick and Virginia Nicholson. While in college, she enjoyed the challenge of being the lead baton twirler for the University of South Dakota's marching band. She also worked part-time as a swimming instructor, baton twirling and dance teacher, and a day care teacher.

Teri currently serves as CEO of Experience Sioux Falls, formerly the Sioux Falls Convention & Visitors Bureau, where she has been employed since leaving education. For the past 39 years, she has been in charge of the visitor industry in Sioux Falls, including all conventions, meetings, events, and tourism-related business brought to the City. Teri is also responsible for the management of the Falls Park Visitor Information Center. She has served as guest speaker for many organizations and schools throughout the region, as well as guided various groups through strategic planning and reorganization.