

## **Class IX Brookings Seminar, December 2016**

### **Tuesday, December 13**

Everyone had safe travels enroute to Brookings from the various corners of South Dakota. The morning of December 13 we all gathered at the Coughlin Alumni Center in the Dykhouse Stadium. We started off the morning by taking a tour of the stadium. Jeff Dreitz, the facilities manager, was the leader of our tour, and we also had the privilege of having the stadium's namesake Dana Dykhouse on the tour as well. The Dykhouse Stadium was a 65-million-dollar project that was built over a period of about 6 years. Dana and Jeff walked through several of the suites and explained the process of building this state-of-the-art facility.

After the tour we returned to the Coughlin Center for lunch where our noon speaker was Mr. Dana Dykhouse. Dana is the CEO of First Premier Bank. He gave us a great background of his life and how many of his experiences growing up made him more successful in business. Dana stressed how a program like SDARL can be so beneficial for people in all facets of agriculture. Dana's philosophy for success centers on faith, values and hard work.

After lunch we all ventured to the Bel Brands Cheese Plant where we were lucky to be given a very rare tour of a relatively new business in the Brookings area. The plant employs nearly 300 workers and their specialty is the Baby Bel cheese packets that are sold at many large retailers all over the world. The plant on average unloads about 13 truckloads of milk daily that each have a capacity of around 65000 gallons. All of the milk that is processed here comes from dairy farms within 100 miles of the plant. On a daily basis the plant makes enough cheese to stretch from Brookings to Dell Rapids.

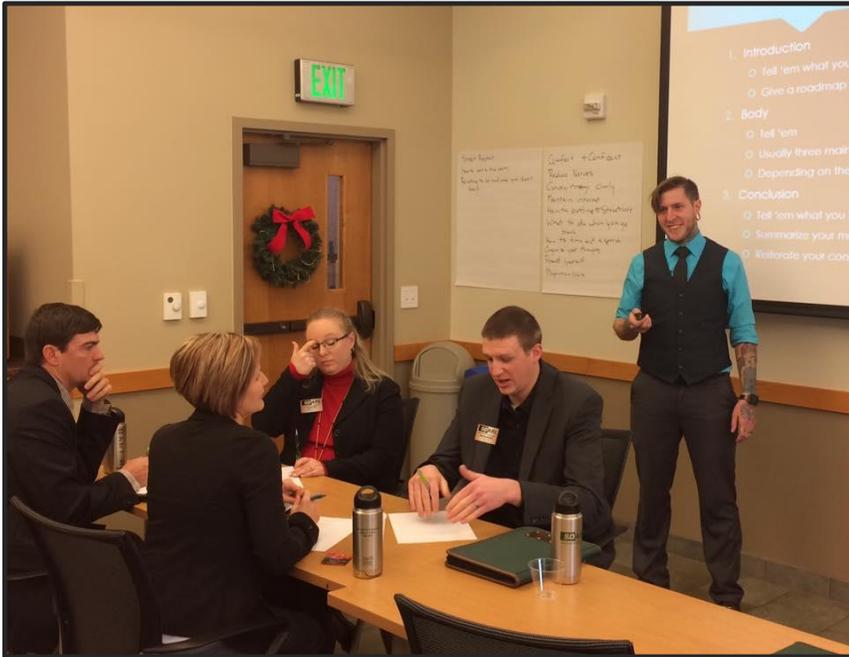
For supper we met once again at the Coughlin Center where SDSU professor in Leadership Ms. Deb DeBates gave us a great presentation on proper dining etiquette. Next we heard from SDARL class 7 alum Kevin Moe of Meta Bank. Kevin offered great insight on where to go after SDARL is completed and also how to make the most of our SDARL experience. After supper the women returned to the motel to receive insight and fashion tips from Pat Crinion while the men ventured to Fergens Clothing to hear Steve Kirkey give a similar presentation.

These are some key points we learned today. As aspiring leaders, we need to be accountable and responsible! Also, as leaders, we need to know and use proper etiquette. And to be successful, our appearance, dress, and attitude are representative of our future success. All in all, we had a very productive day.

Billy Clanton, Reporter

## Wednesday, December 13

Wednesday was a jam-packed day in Brookings. Nick Curry from Daktronics led us in public speaking do's and don'ts. We gave a 2-3 personal speech about ourselves, calling out the techniques Nick taught us. We have all improved so much since our initial speech at the first seminar in Pierre!



- 1. Introduction
  - o Tell 'em what you're going to say
  - o Give a roadmap
- 2. Body
  - o Tell 'em
  - o Usually three main points
  - o Depending on the audience
- 3. Conclusion
  - o Tell 'em what you've said
  - o Summarize your main points
  - o Reiterate your contact information





After lunch, we went to Berg Hall on the SDSU campus to the First Dakota National Bank eTrade Center. We saw how students are able to learn firsthand about stock markets, trading and banking spreadsheets. The two main speakers, College of Ag Interim Dean Dr. Daniel Scholl and Dr. Eluned Jones, had so much passion for students' learning options. The learning center is like a real-world scenario with market updates on the walls. SDSU graduates will have an incredible competitive advantage over graduates from other schools.

Dr. Bob Thaler passionately talked about the swine unit that he helped build and design. They created it to combine classroom learning along with real world experience. It is one of the only swine units at a land grant university that has viewing windows so students or tours can come through without dealing with biosecurity issues. They have two pens in the front of the classroom for students to learn firsthand about swine production.





Next we visited the new SDSU cow calf operation. Again, they used onsite learning with students' classroom experience. They had a full working set up for running cattle for both learning and research purposes. Flexibility was key in the facility, allowing for different research projects to take place, including projects yet to come.

That evening, SDSU President Barry Dunn welcomed everyone at the banquet. He acknowledged that he counts on SDARL alumni throughout the state to advocate for SDSU.

The keynote speaker was SDSU head football coach John Stiegelmeier. He spoke strongly about passion--for leadership, fundraising and life.



In conclusion, the word of the day should have been passion. Each of the speakers started with a dream, and with passion, the dream turned into a reality.

Lacey Caffee, Reporter



Class IX with SDSU President Barry Dunn and Head Football Coach John Stiegelmeier

## Thursday, Dec. 15

SDARL Class IX started the third day of the Brookings seminar enroute to Marshall, MN, to join the Minnesota Agricultural and Rural Leadership Class IX (MARL). Arriving at Southwest Minnesota State University campus, we were greeted by the warm hospitality of the MARL class. After introductions, we were fortunate to have a presentation by Michael Brandwein on personal leadership development. Michael Brandwein is an internationally recognized expert on management, communication, leadership, team-building, and customer service. He has presented in every one of the 50 states, in most provinces of Canada, and on 6 of the 7 continents. He is the author of four best-selling books.



Mr. Brandwein gave an in-depth workshop on leadership, communications and being agents of changeability. In the first part of his talk he pushed us to do some self-evaluation and work on ourselves before we can lead and communicate effectively with others. He used a phrase he made up "WDISWILAM". Which is "What Do I See When I Look at Myself". He summed up the first half of his presentation with "the labels of your past don't have to be limits for your future."

After lunch, Mr. Brandwein switched it up and walked the group through a workshop on conflict communication and handling disagreement in positive ways. As he was wrapping up, he mentioned the one thing he hoped the group would embrace - "Of all the skills, listening is the most vital."



The group was fortunate to be guests of the SMSU Culinology Department and went on a tour of the kitchen and facilities. The class was impressed by the depth of the program with classes ranging from food science to restaurant business. It was also notable the passion the students have for their chosen field.

This photo shows some of the MARL participants and a professor of Culinology at SMSU.

Class IX held a debriefing session on the trip back to Brookings. Class members were asked to comment on two take-away moments of the day that are relevant and useful immediately in our leadership growth. It is valuable to hear how others plan to utilize the training and information we have gained to date from our seminar.

**Friday, December 16**

SDARL Class IX had to postpone their trip to East River Electric in Madison due to a winter storm warning for our state and frigid temps. Ben Stout, Class IX member, hosted us at the Research Park classroom at SDSU from 8:00 – 9:00 a.m. to culminate the Brookings Seminar. We had a debriefing on the previous days' events and received an overview of the Pierre SDARL seminar scheduled for January 24-26, 2017. Lori Cope, Executive Director, provided everyone an opportunity to travel home before the snow storm made it impassable for travel.

~Adam Schindler, Reporter