



# ANNUAL REPORT

INFORMATION | ADVOCACY | SERVICES

WE BELIEVE IN  
**SOUTH DAKOTA  
BUSINESSES**

2023



# THE BEST IN BIZ: *South Dakota*

We Believe in South Dakota Businesses.

We believe that South Dakota businesses are the fabric of our communities.

We believe helping South Dakota businesses makes our communities strong.

We believe that supporting South Dakota businesses provides opportunities for the next generation.

With your support, we turn those beliefs into actions, offering timely information, unmatched advocacy, and money-saving services.

That's what the South Dakota Retailers Association has been doing for 126 years and counting.

Thanks for your continued support. If we can be helpful, give us a call at 605-224-5050

Nathan Sanderson, Executive Director



Robert S. Vessey, South Dakota's 7th Governor, was among the founding merchants of the Association in 1897. His statue is located in front of the Retailers Association office in Pierre.

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# 2023

## 126 YEARS OF BELIEVING IN SOUTH DAKOTA BUSINESSES.

OVER 4,100 MEMBERS STRONG!

90% MEMBERSHIP RENEWAL

504 NEW MEMBERS IN 2023

126 YEARS OLD

*One of the oldest, largest and most influential state associations in the nation.*

DIVERSE MEMBERSHIP

*Representing everything from Mom & Pop shops to large multi-unit businesses.*

SERVING AS SOUTH DAKOTA'S

*Retailers Association  
Restaurant Association  
Grocers Association  
Hospitality Association  
Online Retail Association*

### TOP TEN BUSINESS CATEGORIES:

811	Restaurants, Coffee Shops, & Juice Shops
338	Convenience Stores/Car Washes
171	Bars
164	Auto Parts/Repair/Service
151	Grocery Stores
140	Hotels/Motels
89	Clothing/Boutiques
81	Insurance Agencies
76	Pharmacies
67	Associations/Foundation

### YOU'VE GOT MAIL!

We like to keep in touch and make sure if something is going on in the business world - you know about it. In 2023, we sent an email update every other week, or as important information was made available, many that included a brief video focusing on the most prevalent topics.

### REACHING YOU AND YOUR CUSTOMERS

In 2023, we were in the news A LOT! We highlighted happenings at the Capitol during the legislative session, spoke prominently about the workforce shortage, and acted as a historically trusted source during uncertain times.

### SOCIAL BUTTERFLIES

This year, our following on Facebook grew to over 4,000! Meanwhile, our Instagram has just over 1,000 followers!

The TK Diesel Cup of the Week post, featuring Board Member Charlotte Kvale of Lemmon, had a reach of more than 33,000 people on Facebook!

Our Monday morning "Cup of the Week" posts remain popular, with the 5 year anniversary celebrated in October! To celebrate, we took it back to where it all began - Colonial House in Rapid City.

Make sure to follow us @sdretailers on Facebook and Instagram, and use the hashtag #SDRetailers!

# KEEPING YOU INFORMED

## RETAIL PROPHET

Members receive our magazine bi-monthly via mail and email, and it is always available online at [sdra.org/prophet](http://sdra.org/prophet). Stay informed on laws, FAQs, sales tax, trends, and business tips. 2023 issues covered Women in Business, Legislative Session, Young Entrepreneurs, Employee Perks, and Small Town Gems.



## BUSINESS CONFERENCE/ANNUAL MEETING

**BUSINESS FORUMS HIGHLIGHT HOT TOPICS** — The 2023 Annual Meeting featured a variety of topics helping businesses return home as better business owners. Topics included a Young Entrepreneur Panel (pictured), a Legislative Briefing, Insurance & Disaster Planning, Workforce Tips, and a keynote presentation on small-town marketing from Oscar-Winning Broadcaster Andrew McCrea. In preparation for the 2024 meeting, we rebranded the "Annual Meeting" to the "SD Retailers Business Conference!"

**MAKING CONNECTIONS** — The evening concluded with a social attended by our members, legislators, state constitutional officers, cabinet secretaries, and our service providers. This allowed attendees to get acquainted with their legislators, network with business owners statewide, and celebrate the year's South Dakota Retailers Association award winners. Read about the award recipients on [page 9](#).



A TEAM EFFORT



Our lobbying team includes: (L-R) Bill Van Camp, Executive Director Nathan Sanderson, and Doug Abraham.

While the lobbying team is at the Capitol, Policy Director Donna Leslie and Training Program Coordinator Tammy Harmon are back at the office monitoring committee and floor action online, tracking legislation, and compiling voting records for each legislator.



# ADVOCATING FOR YOU

## SUCCESSFUL LEGISLATIVE SESSION

Our legislative team is there every step of the way, advocating for laws that make it easier for you to run your business and defending you from burdensome red tape. In 2023, we tracked 139 bills and joint resolutions - or 30% of the legislation introduced.

Policy Director Donna Leslie drafted more than 50 bill summaries, available on our website under the Advocacy tab. And the online Legislative Tracker details our position on bills for each session, going back to 2019.

## A SEAT AT THE TABLE

We ensure your business has a seat at the table when lawmakers consider new taxes, regulations, and policy changes. We monitor meetings of state boards and commissions, enact policy changes during rules hearings, and serve on task forces and work groups that discuss topics important to business.

## LEGISLATIVE UPDATES

Each week during the legislative session, the most current information is delivered straight to your inbox, including bills we're tracking and important updates that could affect your business. A members-only section of the website includes summaries updated as bills progressed or were killed. Pictured below, Tammy (L) and Carrie (R) help Communications Director Caleb set up for one of our weekly recap videos, all of which can be found online at [sdra.org](http://sdra.org).

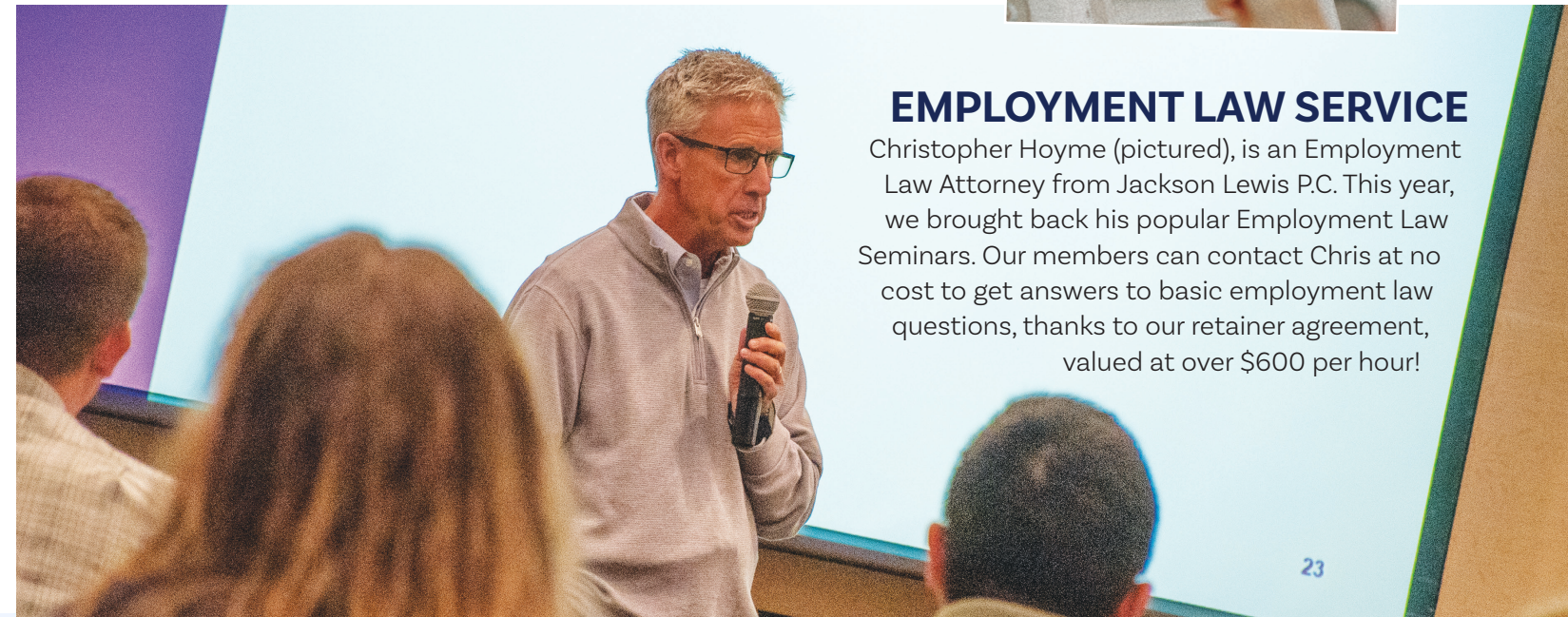


## 975 MEMBERS ON ONE OR MORE SERVICE

With ten different services, including dental, health, and vision insurance; shipping discounts; social media marketing; data security; and several others we're able to provide big savings for our members. Card services remain our most popular service.

Get a free quote on any service by calling **605-224-5050** or emailing [services@sdra.org](mailto:services@sdra.org). For a full list of member services, visit: [sdra.org/member-services](http://sdra.org/member-services)

# PROVIDING SERVICES



## EMPLOYMENT LAW SERVICE

Christopher Hoyme (pictured), is an Employment Law Attorney from Jackson Lewis P.C. This year, we brought back his popular Employment Law Seminars. Our members can contact Chris at no cost to get answers to basic employment law questions, thanks to our retainer agreement, valued at over \$600 per hour!

## WIDENING YOUR WORKFORCE

This year, we wrapped up our \$1,000 Workforce Incentive Program. Since its January 2022 launch, this program helped bring workers to 89 different employers in over 44 South Dakota communities!

We know that workforce has been a challenge lately for many South Dakota businesses, so we're proud to have supported those businesses through this program. For more workforce ideas, visit [sdra.org/workforcetips](http://sdra.org/workforcetips).

**\$1000**  
**WORKFORCE**  
**INCENTIVE**  
 POWERED BY 



# FINANCIAL YEAR

## OUR RESERVE FUND MAINTAINS A HEALTHY BALANCE

Officially established by the Board in the mid-1990s, the fund protects SDR against unforeseen expenses or unexpected loss of revenue. The reserve funds are invested and managed by our Finance Officer and Investment Committee. Use of the money requires approval from two-thirds of the full Board of Directors.

The majority of our income comes from membership – *what we do wouldn't be possible without your support!*

## RELIABLE RENTAL INCOME

Rental income from seven tenants covers the cost of property taxes and building maintenance. Many of our tenants are other non-profit organizations with which we often collaborate. The South Dakota Retailers Association constructed the building in 1992 and was able to pay off the loan a year later.



## STRATEGICALLY SITUATED

Our office sits right across the street from the Capitol, ensuring that "South Dakota Retailers" stay on the top of lawmakers' minds all throughout the year!



# AWARD RECIPIENTS



RETAILER OF THE YEAR  
**OVERWEG REPAIR**

RESTAURANT OF THE YEAR  
**MINERVAS**

COMMUNITY SERVICE AWARD  
**FORK REAL CAFE**

*The Retailer of the Year Award recognizes a business operator who is committed to running an excellent business while making a difference in their community.*

Overweg Repair started in May of 1985 when owner Dan Overweg opened shop with his father Duane. What started as a small father and son auto repair facility has since gone through multiple expansions, evolving into a 30,000 square ft, multi-faceted repair shop with ten full-time employees.

At the root of Overweg Repair's success is their slogan, 'Hometown Repair from People Who Care.' Throughout their many years in service, this mantra has become the standard that customers can expect when stopping by their shop.

Adding to that sentiment, Corinne commented, "We never get everything done that we want to do in a day - nobody does. But if you're able to help someone out, even one person, then it was a good day."

*The Restaurant of the Year award recognizes a restaurant that has earned a reputation for excellence in food, service, and atmosphere.*

Speaking on its historic prominence, co-owner Ken Bashore said "We've brought people together in Minervas, whether it's for a show at Washington Pavilion, a business lunch, anniversaries, proposals. It's just been a part of Sioux Falls for a really long time - and the region, really."

Today, the restaurant is known for its diverse and delicious selection of food, warm and inviting atmosphere, and outstanding hospitality.

Co-owner Timothy Meagher says their success falls on asking themselves one question. "We might not have the best steak and we might not have the best food every time, but how can we connect with you on a level that makes you feel special?"

*The Community Service Award recognizes a business that goes above and beyond to give back to the citizens of its community.*

Fork Real is a "pay what you can" café that posts the value rather than the price of meals. Customers can pay the actual value of the meal, volunteer at the restaurant in exchange for a meal, or pay it forward by purchasing a meal token for someone else's meal.

The café was the brainchild of Rhonda Percy, a former teacher. She and her husband Dave created a welcoming environment for a diverse group of customers that includes everyone from homeless individuals to judges and attorneys who work at the courthouse across the street.

Percy says they want people to know they matter, whether they are paying the full value of a meal or are volunteering for their meal.



# EVENTS

## BRINGING BUSINESS LEADERS TOGETHER

Every year, we host a variety of events to bring together business leaders from across the state. Each event has a unique theme and purpose, and at each you can expect to experience a great time networking, socializing, eating a delicious meal, and refreshments.

Retailers Association board members and staff attend all events, in addition to frequent pop-ins from local legislators and government officials!



## SOCIALS & NETWORKING

We got social a lot this year, offering members a chance to meet our board of directors, staff, and mingle with fellow business leaders. Our socials are typically free of cost.

In addition to the Business Conference/Annual Meeting (read more on page 5), we held a social at Palmer Gulch Resort in Hill City this June and a Brews & Bites event at Dempsey's in Watertown this September.

To find out when we're hosting socials, make sure you're signed up for our regular email updates and follow us on social media @sdretailers!

If you'd like to double-check that you're subscribed to email updates, email: [info@sdra.org](mailto:info@sdra.org) or call **605.224.5050**.



## BEST BAGGER COMPETITION

Elijah Schipper, last year's Best Bagger from Fareway Stores in Harrisburg, reclaimed the title of South Dakota's Best Grocery Bagger. The event, held in Huron at the State Fair and sponsored by Associated Wholesale Grocers, NW French & Associates, and Prairie Farms, featured seven contestants from across the state.

All contestants participated in a fast-paced and fun competition, bagging an identical grocery order while being judged on speed, bag building technique, uniform bag weight, and personal attitude and appearance.

As the top prize winner, Schipper received \$500 cash and an expenses-paid trip to compete at the National Grocers Association's National Competition in Las Vegas, with a chance to win \$10,000! Kristen Murray from Fair City Foods in Huron secured the second-place prize of \$200. All other contestants received a \$100 cash prize. Schipper expressed excitement about his back-to-back wins and looks forward to representing South Dakota at the national competition in Vegas.

Look out for the Best Bagger Competition at the 2024 State Fair!



## THE GOLF TOURNAMENT RETURNS

After a short hiatus, the Retailers Association Golf Tournament returned in June 2023. Held at the Madison Country Club, over 100 golfers showed up to hit the greens and support our mission! Everyone had a great time, and were impressed with how quick and smoothly the day went.

Attendees were given a golf cart, practice balls, beverage tickets, and lunch. Prizes were awarded to first and second place, in addition to pin prizes on each hole! Watch for the event to return to Madison in 2024!





## WHAT IS PROSTART?

ProStart® is a nationwide, two-year program for high school students that develops the best and brightest talent into tomorrow's restaurant and hospitality industry leaders. In addition to the curriculum, students showcase their skills at the State ProStart Competition for a chance to compete at Nationals. The South Dakota Retailers Association coordinates the ProStart® program in South Dakota.

## 22 PROSTART SCHOOLS

- Aberdeen A-TEC
- Alcester-Hudson
- Canistota
- Clark
- Florence
- Harrisburg
- Hot Springs
- Huron
- Irene-Wakonda
- Madison Central
- Mitchell CTE Academy
- Mobridge-Pollock
- Northeast Technical School
- Rapid City Central
- Rapid City Stevens
- SD Virtual School
- Sioux Falls CTE Academy
- Sturgis Brown
- T. F. Riggs
- Todd County
- Wagner Community
- Webster

# PROSTART



## PROSTART COMPETITION

High school students from across South Dakota showcased their culinary and restaurant management skills at the 2023 SD ProStart Invitational in Pierre on March 14. The event featured intense competitions in culinary, restaurant management, and cake decorating, with Sturgis Brown High School (above) winning the culinary division and Pierre T.F. Riggs High School (below) secured the restaurant management division. Both teams advanced to the National ProStart Invitational in Washington D.C.



## COMPETITORS

The Sturgis Brown Team (above) included: (Back L-R) Morgan Littleton, Tyler Briscoe, Izaiah Baker, (Front L-R) Cami Lurz, and Eva Jensen. The T.F. Riggs Team (left) included: (Back, L-R) Tyler Want, Gavin Jacobson (Front, L-R) Ellie Noyes, Ayden Syll, and Marlee Shorter.

# Congrats! 2023 Scholarship Recipients

**\$3,500 Scholarship**  
Mesa Bartmann | Montrose

Mesa studies Digital Media & Design and Entrepreneurial Studies, and plans to graduate from Dakota Wesleyan in May of 2024. In the future, she hopes to own a boutique and graphic design business in Sioux Falls.

**\$3,000 Scholarship**  
Hannah Kingsbury | Rapid City

Hannah studies Marketing at the University of Northern Colorado, and plans to graduate in May of 2025. In the future, she plans to assume ownership of her family's business and SDRA member, Who's Hobby House and Who's Toys.

**\$2,400 Scholarship**  
Aunna Cloos | Big Stone City

Aunna studies Business Administration and Graphic Design at Northern State University, and plans to graduate in May of 2024. In the future, she hopes to own a sip and shop business in South Dakota.

**\$2,400 Scholarship**  
Shay Saarie | Freeman

Shay studies Business Administration at Dakota Wesleyan University, and plans to graduate in August of 2024. In the future, he plans to own an automotive repair or parts store. His parents own Saarie Auto Body Repair, an SDRA member.

**\$2,200 Scholarship**  
Cole Van Zee | Parkston

Cole studies Accounting and Finance, and plans to graduate from the University of South Dakota in December 2023. In the future, he plans to assume ownership of his family's grocery store, Parkston Food Center, an SDRA member.

**\$2,100 Scholarship**  
Danika Gordon | Whitewood

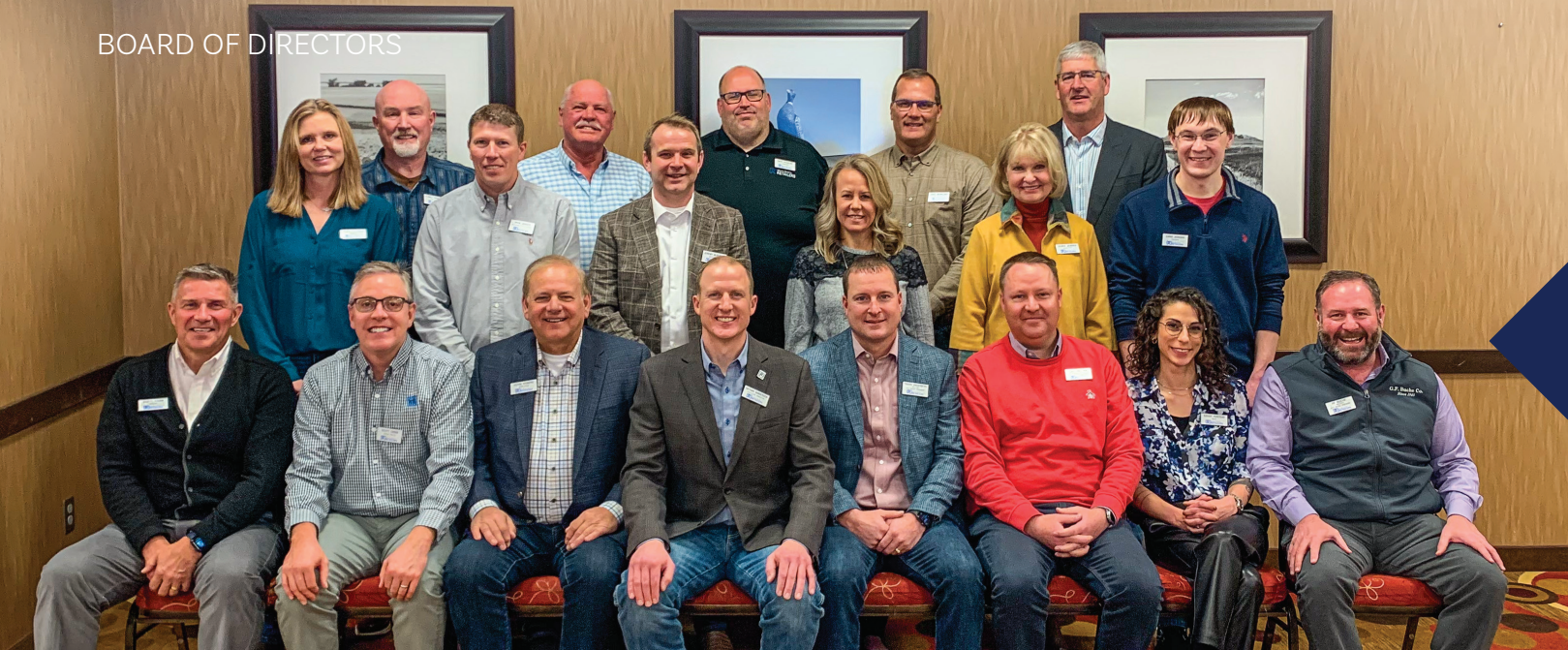
Danika studies Business Economics and Ag Business at South Dakota State University, where she plans to graduate in May of 2024. In the future, she hopes to open a storefront clothing/jewelry boutique in Brookings.



## THE SELECTION PROCESS

Selected by our Scholarship Committee, these six students were chosen for their impressive accomplishments and promising futures. We're proud to support the future business owners of South Dakota. Good luck to all of you in your future endeavors! To learn about our scholarship offerings, visit: [sdra.org/scholarships](https://sdra.org/scholarships)





# BOARD OF DIRECTORS



## THE BOARD:

- Sets general policies
- Oversees the budget
- Establishes goals and objectives
- Determines legislative positions
- Implements membership services
- Meets three times annually

**I can truly say I am humbled and honored** to have been able to serve as president of one of the oldest and most respected associations. The South Dakota Retailers Association takes pride in being a leader in providing information, advocacy, and services to its members. We're able to ensure those top three priorities by maintaining a staff that's second to none and having a diverse membership that brings retailers from across our great state together to multiply our strength.

As the 126th year comes to a close, we have once again hit record membership. As great things continue to happen at the South Dakota Retailers Association, I would encourage you to reach out to other businesses as our voice is heard more clearly with numbers. Thank you for all you do!

**Travis Anderberg, Miller Rexall Drug**  
2023 Board President

## SELECTING BOARD MEMBERS

The President, President-Elect, Past President and Executive Director develop a list of potential board members. They look for a diverse range of successful business people who are active in their communities and have an interest in public policy matters. The membership votes on the list of nominees at the Annual Meeting each January.

# HITTING THE ROAD

Though South Dakota is a vast state, we do our best to get out and see all of our 4,000+ members regularly! The main way we do this is through our Regional Representatives and their member visits, allowing us to connect with and advocate for our members in way that national associations can't compete with. Over 85% of our members were visited in 2023.

## 2023 OFFICERS

**PRESIDENT OF THE BOARD**  
Travis Anderberg • Miller Rexall Drug, Miller

**PRESIDENT-ELECT**  
Kevin Nyberg • Nyberg's Ace, Sioux Falls

**SECRETARY-TREASURER**  
Sarah Hustead • Wall Drug, Wall

**PAST-PRESIDENT**  
Eric Sinclair • Montgomery's Furniture, Sioux Falls

### BOARD OF DIRECTORS

Jenny Behlings • Jenny's Floral, Custer

RF Buche • Buche Foods, Wagner

Gary Cammack • Cammack Ranch Supply, Union Center

Scott Cross • Lewis Drug, Sioux Falls

Sean Dempsey • Dempsey's Brewery & Restaurant, Watertown

Jason Harms • Harms Oil Co., Brookings

Debra Jensen • Black Hills Bagels, Rapid City

Ryan Jensen • Springs Food Market, Wessington Springs

Nate Kessler • Lamont Companies, Aberdeen

Clancy Kingsbury • Who's Hobby House, Rapid City

Tara Knapp • Dairy Queen, Belle Fourche

Charlotte Kvale • TK Diesel, Inc., Lemmon

Angela Leiferman • Mid Dakota Meats, Winner

Jeremy McBurney • Dugan Sales & Service, Watertown

David Mickelson • Graham Tire, Sioux Falls

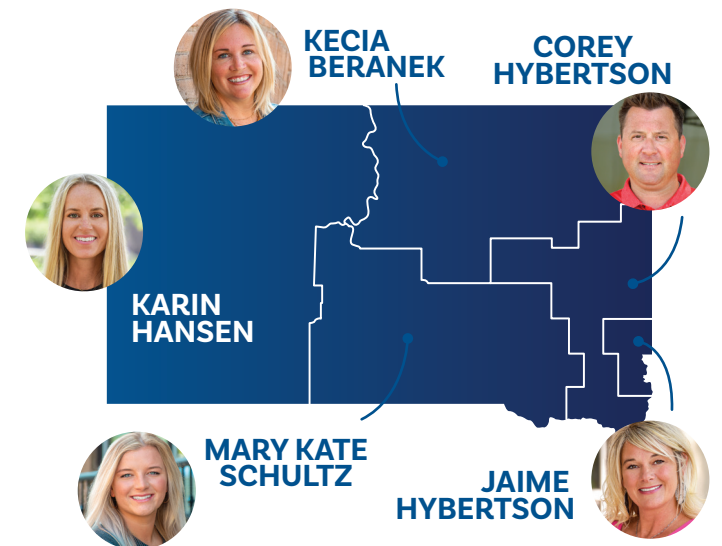
Susan Peterson • Scott Peterson Motors, Belle Fourche

Nancy Savage • Child's Play Toys, Sioux Falls

Scott Stern • Stern Co., Freeman

Chris Verhoek • Country Corner, Estelline

Hillarey Warner • HH Design, Britton





# STAFF

**Nathan Sanderson**  
*Executive Director*

**Kecia Beranek**  
*Northeast Regional Rep*

**Karin Hansen**  
*West River Regional Rep*

**Tammy Harmon**  
*Training Program Coordinator*

**Mary Kate Schultz**  
*South Central Regional Rep*

**Corey Hybertson**  
*Eastern Regional Rep*

**Jaime Hybertson**  
*Minnehaha & Lincoln Regional Rep*

**Donna Leslie**  
*Policy Director*

**Caleb Nugteren**  
*Communications Director*

**Brenda Paul**  
*Finance Officer / Human Resources*

**Seanna Regynski**  
*Membership Director &  
Education Coordinator*

**Carrie Wheelhouse**  
*Services Director & Events Coordinator*



**T**his year, **Policy Director Donna Leslie** celebrated her **35th Anniversary** at the South Dakota Retailers Association! Since she started out as Communications Director in 1988, Donna has been an invaluable asset to the association and holds a wealth of our institutional knowledge. Nearly 70 employees have filtered through the office in her time here, but she's remained a fixture of the organization for 35 years — and more to come! 😊

THANK YOU FOR A GREAT YEAR!

