

# 2020 ANNUAL REPORT

SOUTH DAKOTA RETAILERS ASSOCIATION





ABOVE: ROBERT S. VESSEY, SOUTH DAKOTA'S 7<sup>TH</sup> GOVERNOR, WAS AMONG THE FOUNDING MERCHANTS OF THE SOUTH DAKOTA RETAILERS ASSOCIATION IN 1897. HIS STATUE IS PLACED IN FRONT OF THE RETAILERS PLAZA AND IS PART OF THE SOUTH DAKOTA TRAIL OF GOVERNORS.

# WELCOME TO 2021!

It has been an unusual year – to say the least – yet the South Dakota Retailers Association remains strong, effective, and here to serve. We appreciate your membership and welcome the opportunity to help you navigate a business environment that is changing at light speed.

The COVID-19 pandemic has accelerated the pace of change for retail, restaurants, hospitality, grocery, trades, and the other business types that make up the nearly 4,000 members of our Association. Businesses that considered improving their website prior to the pandemic have established an online marketplace and are taking orders over the internet. Shops with a modest social media presence have ramped up their engagement and reached new customers.

As you worked to keep abreast of the various state and federal programs available in 2020, we hope you found our updates timely, informative, and practical. We strive to only send you the important stuff, to ensure that we don't clutter up your inbox or your mailbox. That way, when you get an email or publication from the South Dakota Retailers Association, you know the information it contains has been thoughtfully prepared.

One key area of engagement in 2020 was our advocacy efforts, which extend far beyond the annual South Dakota legislative session.

Of course, we're actively involved during the session each year, working to pass bills to support the business community and our citizens and to block harmful legislation. But we are also engaged with policymakers behind the scenes, helping to develop useful programs and services.

For instance, we were actively involved in the origination and design of the \$400 million Small Business and Startup Business grant programs. We started reaching out to the Governor's Office, Bureau of Finance and Management, Department of Revenue, and Governor's Office of Economic Development immediately after the federal guidance emerged in April, to encourage a grant program for small businesses in South Dakota.

Our experience with state government gave us the contacts and insights to know that the \$1.25 billion the State of South Dakota received would provide ample room for a robust grant program, a purpose expressly authorized in the Treasury Department's guidance.

Then we met to discuss how to make the program work as easily as possible for businesses and to ensure that those most-impacted by the pandemic would benefit. We talked at length about the application process itself, ensuring that proprietary business information would remain confidential, while fulfilling the federal program requirements. And finally, we worked to streamline the application process, so the required documents would be readily available and the forms easy to complete.

As you continue to adapt to an ever-changing environment, the South Dakota Retailers Association will be here with money-saving services, timely information, and unequalled advocacy. If we can be helpful, give us a call at 605-224-5050.

- *Nathan Sanderson*

# 2020 OFFICERS

## **PRESIDENT OF THE BOARD**

RF Buche • Buche Foods, Wagner

## **PRESIDENT-ELECT**

Steve Beck • Beck Motor Company, Pierre

## **SECRETARY-TREASURER**

Eric Sinclair • Montgomery's Furniture, Sioux Falls

## **SELECTING BOARD MEMBERS**

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

## **SDRA'S BOARD OF DIRECTORS:**

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

## **2020 BOARD OF DIRECTORS**

Travis Anderberg • Miller Rexall Drug, Miller

Gary Cammack • Cammack Ranch Supply, Union Center

Shane Conger • Hy-Vee, Watertown

Sean Dempsey • Dempsey's Brewery & Restaurant, Watertown

Brett Hanson • Tri State Building Center, Sisseton

Jason Harms • Harms Oil Co., Brookings

Sarah Husted • Wall Drug, Wall

Debra Jensen • Black Hills Bagels, Rapid City

Nate Kessler • Lamont Companies, Aberdeen

Clancy Kingsbury • Who's Hobby House, Rapid City

Angela Leiferman • Mid Dakota Meats, Winner

Scott McMacken • Papa John's, Brookings

David Mickelson • Graham Tire, Sioux Falls

DeLon Mork • Dairy Queen, Madison

Kevin Nyberg • Nyberg's Ace, Sioux Falls

Jason Parker • 1481 Grille, Arlington

Susan Peterson • Scott Peterson Motors, Belle Fourche

Nancy Savage • Child's Play Toys, Sioux Falls

Scott Stern • Stern Oil Co., Freeman

Hillarey Warner • HH Design, Britton



As I look back on 2020, it has been a privilege to serve this 123 year old organization. The South Dakota Retailers Association team has as much passion for retailers as we do for helping our customers. When you combine that passion with so much integrity, I am honored just to be a part of this association.

As I look to the future, we not only have a team with experience and dedication, we have a diverse board bringing valuable insight to keep SDRA heading down the right path. We are the leader in advocacy, information and service for our members and I don't see that changing anytime soon!

- R.F. Buche  
2020 SDRA Board President

*From left: Outgoing SDRA Board President Terry Van De Walle passes the gavel to incoming Board President R.F. Buche at the 2020 Annual Meeting.*



# SDRA BY THE NUMBERS

Nearly 4,000 members strong!

433 new members in 2020

123 years old, one of the oldest and largest state retail associations in the nation.

## DIVERSE MEMBERSHIP:

Over 160 business categories.

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

One of the most influential state retail associations nationwide.

## TOP INDUSTRY CATEGORIES:

Restaurants		591
Convenience Stores/Car Washes		228
Auto Parts/Repair/Service		169
Hotels/Motels		142
Grocery Stores		132
Bars		101
Associations/Foundations		88
Insurance Agencies		87
Doctors/Clinics		78
Pharmacies		72
Clothing/Boutiques		70
Coffee Shops		60
Gift Shops		51
Building Materials/Supplies/Glass		47
Tourist Attractions		46

# COVID-19 CONTROLS 2020

Since March, COVID-19 has controlled the conversation. From uncertainty in the supply chain to staffing and business regulations, SDRA worked extremely hard to make sure you knew the latest information. Below is a recap of how 2020 was flipped upside down, and how we continue to fight for South Dakota business.

## March 11

SDRA sent our first COVID-19 specific email focused on keeping your business safe.

## March 16

Governor Noem held a press conference encouraging businesses to follow CDC guidelines and highlighting her intent to not close bars or restaurants in South Dakota.

## March 19

Families First Coronavirus Response Act was signed into law by the President. Among other things, this law required health insurers to cover the costs of testing for and treatment of COVID-19 at no cost to policyholders, provided \$1 billion for SNAP and other nutrition assistance programs, and included two new paid leave mandates on private employers with less than 500 employees.

## March 20

Governor Noem announced that small businesses and non-profit organizations in South Dakota that have been negatively impacted by COVID-19 are eligible for economic assistance from the U.S. Small Business Administration.

## March 22

Mandated municipal closures discussion began. Huron places restrictions on food, beverage, and entertainment businesses. Many municipalities used Huron's provisions as a framework for their own communities. SDRA developed a COVID-19 City Closures Tracker on our website, with up-to-date city-specific ordinances.

## March 23

Governor Noem signs an executive order outlining guidelines for all South Dakotans, for-profit and not-for-profit employers, enclosed retail businesses that promote public gatherings, local and municipal governments, and healthcare organizations as it relates to COVID-19 in the state of South Dakota. The EO reinforced CDC operating guidelines for all businesses.

## March 27

The CARES Act was signed by the President. The Act included ways in which the federal government sought to support businesses and employees affected by COVID-19. Key provisions included business loans, unemployment benefits, retirement plans, tax credits, and executive compensation. The Paycheck Protection Program (PPP) was included within the CARES Act.

## April 1

SDRA cancelled April ServSafe classes; in-person classes remained cancelled through August.

## April 3

The application for the PPP opened; provided small businesses with funds to pay up to eight weeks of payroll costs including benefits. Funds can also be used to pay interest on mortgages, rent, and utilities. On April 8, the program opened to independent contractors and self-employed individuals.

### April 6

Governor Noem announced the implementation of two Executive Orders. One order stressed the importance of following CDC guidelines within businesses.

The second Executive Order focused on the at-risk population in Minnehaha and Lincoln Counties. All residents of these counties who are over the age of 65 or those who have an immunocompromised condition should stay home.

### April 13

Initial claims for reemployment assistance surged to historic highs with 7,916 claims the week ending April 4. A total of 16,478 claims were processed between the weeks ending March 21 and April 4.

### April 17

The State of South Dakota received approval to temporarily increase Supplemental Nutrition Assistance (SNAP) benefits to the maximum level for many SNAP households. The extra benefits were issued on April 24 and May 23 to an estimated 21,000 South Dakota households.

### April 24

In some portions of South Dakota, Tribal Nations established checkpoints on state and U.S. highways at reservation borders, requiring travelers and suppliers to fill out documents and show ID in order to continue down the road. These checkpoints caused issues for businesses.

### April 28

Governor Noem unveiled a new Back to Normal plan focusing on reopening South Dakota's economy. The "Back to Normal" plan outlines guidance for individuals, employers, schools, health care providers, and local governments.

### April 30

Many municipalities began to pass and enforce occupancy restrictions or closures to businesses across the state.

### May 20

The initial Paycheck Protection Program Loan Forgiveness Application became available.

### June 25

Governor Noem announced that South Dakota will utilize Coronavirus Relief Fund dollars to replenish depleted funds within the South Dakota Unemployment Compensation Trust Fund. The unusually high unemployment payments issued since the start of the COVID-19 pandemic had decreased the fund's balance by more than \$45 million.

### July 15

SDRA compiled needed guidance, Practical Action for South Dakota Businesses: What do I do when an employee has tested positive for COVID-19?

### September 9

Governor Noem laid out a framework for up to \$400 million in Coronavirus Relief Funds to assist South Dakota's small businesses negatively impacted by COVID-19.

### September 14 - 22

The South Dakota Legislature conducted five listening sessions to hear from South Dakotans about how COVID-19 has negatively affected their industry.

### October 5

A one-day special legislative session took place, with the purpose of considering legislation related to the use of federal stimulus relief funds, including the \$1.25 billion allocated to South Dakota in Coronavirus Relief Funds.

### October 13

The South Dakota Small Business Grant Program applications opened providing \$400,000,000 in federal funds for grants up to \$500,000 (and no less than \$500) per qualifying business.

### December 4

South Dakota Small Business Grant Program award distribution began.

# ADVOCATING FOR YOU!

## SUCCESSFUL LEGISLATIVE SESSION

SDRA's 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 2020, we tracked 225 bills and joint resolutions – 45% of all the bills and joint resolutions introduced. Updates were provided weekly during the legislative session, so our members never missed a thing!

## A SEAT AT THE TABLE

SDRA gives your business a seat at the table when lawmakers consider new taxes, expanded regulations, and policy changes that impact your business. 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. This year we were instrumental in the COVID-19 Small Business Grant Program, discussions regarding the Unemployment Insurance Trust Fund and the revision of pheasant hunting rules.

## SDRA'S LEGISLATIVE TEAM

Executive Director Nathan Sanderson and legislative team had a successful 2020 session for the Association. SDRA contract lobbyists Jim Hood, Bill Van Camp, and Doug Abraham assisted Sanderson throughout the session.

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.

**THANKS, JIM!** 2020 was Jim Hood's last legislative session with SDRA. He is retiring from his role after lobbying for the Association from 1998-2016 and 2018-2020. He will be missed, but we hope he enjoys a well-earned retirement!



# STAYING INFORMED

## LEGISLATIVE UPDATES - SDR A ADVOCATE

In 2020, we digitized the Legislative Bulletin! Each week the most current legislative session information was delivered straight to your inbox, including bills we're tracking and important updates that could affect your business. A member-only section of the website included bill summaries that were updated as the bill progressed or was killed.



## RETAIL PROPHET

SDRA's bimonthly magazine is sent right to your door and inbox six times a year and is always available on *sdra.org*. Its content keeps you up-to-speed on laws and regulations, as well as what's being debated in South Dakota and in Washington, DC. Each issue features answers to frequently asked questions, sales tax numbers, trends, and best business practices. In 2020, we added a sixth issue (February/March), expanded the municipal tax section and worked hard to feature more stories about all of you!

## YOU'VE GOT MAIL!

We like to keep in touch and make sure if there is something going on in the business world - you know about it. In 2020, we sent an SDR A update every other week, or as important information was made available. (Here's looking at you PPP!) During the 2020 Legislative Session we sent out a weekly recap to keep you up to date on what was happening at the state Capitol.

Make sure you mark *sdra.org* as a safe sender, so you don't miss any of these updates!

SDRA Average Open Rate 30% | SDR A Average Click Rate 15%



Alpine Inn - 2020 Restaurant of the Year

Like Comment Share

South Dakota Retailers Association

125 21 Comments 164 Shares

## REACHING YOU AND YOUR CUSTOMERS

In 2020, SDR A was in the news A LOT! From highlighting what was going on at the Capitol during the legislative session to assuring customers that the supply chain was still intact and acting as a historically trusted source during uncertain COVID-19 times.

In March and April alone, the SDR A office was featured in nearly 20 interviews with media channels statewide. This trend continued throughout the year, with weekly interview requests.

In many cases, we asked you to help speak on behalf of our organization. *Thank you!*

## SOCIAL

### BUTTERFLIES

This year our reach on Facebook continued to grow, with almost 3,500 followers and a yearly reach of nearly 300,000 post views! Video features on our annual award winners sure made an impression. The SDR A Restaurant of the Year, Alpine Inn, had a post reach of more than 24,000 people! Our Monday morning Cup of the Week post continued to remain popular with all our friends on Facebook.

# ANNUAL MEETING JANUARY 13, 2020

## BUSINESS FORUMS HIGHLIGHT HOT TOPICS

Back by popular demand, the 2020 Annual Meeting featured three educational business forums led by SDRA members. Topics included workforce development, adapting to customer expectations, and increasing your online presence. Each presentation had two speakers and an opportunity for participants to ask questions.

## LEGISLATIVE LUNCH

SDRA Executive Director Nathan Sanderson and contract lobbyists Jim Hood and Bill Van Camp explained some of the legislation the Association expected to surface in 2020. Among the issues discussed at the briefing were proposals regarding changes in alcohol laws, unemployment insurance, sales tax, consumer privacy and workers' compensation.

## MAKING CONNECTIONS

The evening concluded with a dinner attended by more than 300 SDRA members, legislators, state constitutional officers, cabinet secretaries, and SDRA service providers. The evening allowed retailers an opportunity to get acquainted with their legislators and network with business owners statewide. It also offered legislators a chance to hear about current issues affecting businesses in their area. By making that link, SDRA hoped to get retailers more involved in the legislative process on a grassroots level and help legislators understand how the laws they pass will impact the business community.



# 2020 SDRA GOLF FUNDRAISER

This September, we held a different kind of golf event. In place of our traditional golf tournament, SDRA hosted a networking and fundraising event at Great Shots in Sioux Falls. The event was attended by board members and business leaders from across the region.

While there was no trophy awarded, the evening was a success! SDRA raised \$6,750 for our Political Action Committee to support political candidates who recognize the value of the business industry in South Dakota.



# FINANCIAL YEAR IN REVIEW

- Membership numbers have remained steady - continuing a 15-year trend.
- We had 91% membership renewal, up 3% from 2019.
- New dues income was up 5% from 2019.
- SDRA receives income from member services and training programs.
- Our reserve fund maintains a healthy balance. Officially established by the Board in the mid-1990s, the fund protects SDRA 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.
- SDRA owns its building. Rental income from six tenants (five trade associations and a law firm) covers the cost of property taxes and maintenance. SDRA constructed the building across from the Capitol in 1992 and was able to pay off the loan a year later.

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## SERVSAFE® FOOD SERVICE TRAINING

SDRA has been providing required training for 24 years. SDRA offers live class instruction for both the Eight-Hour National Certification and the Four-Hour State Recertification training. The coursework for both of these options is also available online. SDRA members receive discounts on the training.

**\*IN 2020:**

**586 PEOPLE ATTENDED THE 23 FOOD SERVICE CLASSES.**

**CLASSES WERE HELD IN ABERDEEN, PIERRE, RAPID CITY, SIOUX FALLS AND WATERTOWN.**

**121 ONLINE SERVSAFE® EXAMS WERE PROCTORED.**

*\*Due to COVID-19, all SDRA ServSafe classes were cancelled from April through August. Classes resumed in September with a number of preventive guidelines including a mask requirement and social distancing measures.*

# AT YOUR SERVICE!

## 742

Members process credit cards through SDRA. This is still our most popular service!

\$110 million worth of credit card sales and over 1.3 million transactions through SDRA's program with Worldpay (in the first 9 months of 2020).

Why it's so popular: Low, competitive rates, upfront pricing, 24/7 customer service, free programming, EMV, POS, e-commerce, gift/store card, virtual terminal. All that plus superior personal support from SDRA.

### NEW IN 2020: Vend POS Software

Get the retail advantage with Vend's advanced point of sale, multi-outlet, and inventory management system. Sell, manage, report and grow - all in the cloud.

*Ask for a free credit card cost comparison today!*

## 1,800

Enrollees in our  
Dental Insurance Program

Offered through Delta Dental of South Dakota, dental insurance is one of the most popular employer-sponsored benefits. Available for groups as small as two employees. Plans include orthodontics and 100% coverage on preventive services. [299 member businesses]

## 1,781

Enrollees in our  
Vision Benefit

Offered through Optilegra Vision Plans of Sioux Falls. This popular employee benefit is accepted by 98% of South Dakota's vision centers. Group rates for 1 to 50 employees, and individual ratings for large groups with more than 50 primary enrollees. [161 member businesses]

## 196

Businesses use our  
Enhanced Business Insurance Program

Offered through United Fire Group (UFG), annual premiums from our business insurance program reached almost \$2.7 million in force premium in 2019. Designed for the retail trade, this program lets you customize your policy to fit your particular needs.

**310 businesses are** enrolled in our Workers' Comp Insurance Program. Our workers' comp program is offered in tandem with our Business Insurance Program through UFG. Complete with competitive rates and potential dividends all with the ability to work with local agents.

# 341

## Calls/emails utilizing our Employment Law Service

SDRA's retainer agreement allows our members to call or email the Jackson Lewis law firm to get answers to basic employment law questions at no cost, a \$475 an hour value!

**Of the 341 contacts in the first 10 months of the year, more than 40% were COVID-19 related.** SDRA expanded our agreement with Jackson Lewis so we could continue to facilitate the increased demand from our members. Members can also receive answers to issues on: minimum wage, overtime, tip credit, employee discipline, harassment, vacation and sick pay, FMLA and ADA issues, reemployment assistance and workers' compensation.

# 36

## Members are protected with Data Security

Every business needs protection from computer viruses, spyware, data theft and other threats. SDRA offers protection through Infotech Solutions, LLC of Madison. They will perform a free analysis of your current system and offer real-time monitoring and detection of threats to your network security as well as multi-level protection against outside threats.

### Phishing Email Training

If one of your employees receives an email asking for private company or customer information, would they send it out, putting your company and clients at risk? This service from Infotech Solutions, LLC is designed to find out, and help train your employees what to look for.

# 112

## Members receive Shipping Discounts

In the last year, members saved \$14,000 using the services of PartnerShip LLC, an independent freight broker that manages shipping programs for associations. Small and large businesses are eligible for discounts when utilizing the services of FedEx, UPS Freight and YRC Freight.

# 52

## Businesses are saving with our Health Plan

We offer health care coverage options through Hahn Financial Group, Inc. Groups as small as two employees can participate in a self-funding plan, using a third party administrator and referenced-based pricing with stop loss coverage.

# 66

## Members save with our BMI Music Licensing

SDRA retail, restaurant and bar members save 10% to 20% off their BMI music licensing fees. (Note: Federal law requires most businesses that play music to be licensed by the three music licensing agencies, including BMI.)

## **NEW IN 2020:** SDRA 401k Plan Option

SDRA now offers a 401K plan through our partner Hahn Financial Group, Inc. in Sioux Falls. 401k plans through an RIA (Registered Investment Advisor) platform provide timely, accurate, and responsive retirement plan services. Plan design includes low cost and fee transparency.

# 2020 SCHOLARSHIP RECIPIENTS



## **\$2,700 SCHOLARSHIP**

### **Ashley Lacey of Yankton**

Pharmacy | South Dakota State University

Graduation Date: May 2022

Future Plans: To own or manage a retail pharmacy in Yankton.



## **\$2,000 SCHOLARSHIP**

### **Lyric Gruenhagen of De Smet**

Hospitality Management | South Dakota State University

Graduation Date: December 2021

Future Plans: To become an event coordinator or food and beverage manager for an event or conference center in the Brookings area.



## **\$2,000 SCHOLARSHIP**

### **Kristin Kotas of Emery**

Business Administration | University of Sioux Falls

Graduation Date: May 2022

Future Plans: To work for her family's business in Emery (King Series Trucks, Parts & Accessories), beginning with website management, marketing, promotion and social media; later moving into the financial side of the business.



## **\$2,000 SCHOLARSHIP**

### **Hallie Newton of Parkston**

Power Sports | Mitchell Technical College

Graduation Date: May 2022

Future Plans: To begin her career as a mechanic, then move into sales of motorcycles and 4-wheelers in the Rapid City area. Currently works for her parents, SDRA Members, Parkston Precision Machining.



## **\$2,000 SCHOLARSHIP**

### **Tad Scherbenske of Rapid City**

Biology | Des Moines Area Community College

Graduation Date: May 2021

Future Plans: To join or open an eye care store for pediatric patients in Rapid City.

The SDRA scholarship program is designed to provide assistance to students studying for a career in retail and hospitality businesses. This year, our Scholarship Committee awarded funds to five students, in amounts ranging from \$2,000 to \$2,700. The awards are given in honor of former Executive Director Jerry Wheeler, who started the program in 1992.

# 2020 SDRA AWARD RECIPIENTS



SDRA Board President RF Buche with Mimi Hillenbrand and Dan Tribby of Prairie Edge.



Alpine Inn Owner Monika Matush with SDR Board President RF Buche.



SDRA Board President RF Buche with Pat Costello of Schoeneman's Building Materials Center.

## RETAILER OF THE YEAR PRAIRIE EDGE

Each year, SDRA presents the Retailer of the Year Award to recognize a business or business owner who is committed to excellence while making a difference in their community.

*"Prairie Edge has become an integral part of the revitalization of downtown Rapid City and an important cultural touchstone," said SDRA Executive Director Nathan Sanderson. "They focus on providing the best possible experience for their employees, customers, and the people whose works they sell."*

The leadership team at Prairie Edge has been a driving force in establishing Main Street Square in downtown Rapid City, developing transitional housing for homeless people, helping to establish the Lakota Nation Invitational Basketball Tournament, and other important community and cultural projects.

## RESTAURANT OF THE YEAR ALPINE INN

The award recognizes a restaurant that has earned a reputation for excellence with its food, service, and atmosphere.

Housed in an elegant historic building on Hill City's Main Street, the Alpine Inn is a must-visit destination for many travelers. Established by Waldraut Matush in 1984, her daughter Monika took over in 1996. Monika says the family atmosphere in the restaurant also extends to their employees.

*"A lot of the women that work here I grew up with and we went to school together," said current Alpine Inn owner Monika Matush. "It's kind of like family and they act and treat this business like it's their own."*

## COMMUNITY SERVICE AWARD SCHOENEMAN'S BUILDING MATERIALS CENTER

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

Schoeneman's Building Materials Center in Sioux Falls has a reputation for supporting important projects and causes starts with owner Al Schoeneman, who has previously been honored as South Dakota Philanthropist of the Year and inducted into the South Dakota Hall of Fame.

*"At Schoeneman's, the spirit of giving back is such a core value throughout their company that they display it proudly on their website and publications," said Executive Director Nathan Sanderson. "Al Schoeneman and his staff know that giving back helps their communities thrive and makes them a better place for everyone."*

## SDRA STAFF

Nathan Sanderson  
Executive Director

Karin Hansen  
Regional Rep / West River

Tammy Harmon  
Training Program Coordinator

LuAnn Hasbrouck  
Regional Rep / Lincoln, Minnehaha Counties

Tiffany Langer  
Regional Rep / Northeast

Donna Leslie  
Policy Director

Shuree Mortenson  
Communications Director

Brenda Paul  
Finance Officer / Human Resources

Seanna Regynski  
Member Services Director / ProStart

Kelley VanLith  
Regional Rep / South Central and Southeast

Carrie Wheelhouse  
Card Services and Events Coordinator



Top: SDRA staff pulled landscaping duty! In June 2019, we freshened up the rocks and plants, and got our hands dirty! (Pictured: Nathan, Seanna, Tammy, Carrie, Brenda and Donna)

Middle: Our Regional Reps! They are too busy cruising across the state, adding members and sharing SDRA successes. (Pictured: Karin, Tiffany, Kelley and LuAnn.)

Bottom: With Zesto just down the street from the SDRA office, a quick Friday walk was often on the schedule. (Pictured: Shuree, Brenda, Tammy, Seanna and Nathan)

THANK YOU FOR AN **UNFORGETTABLE** 2020!