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
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:

- Restaurants, Coffee Shops, & Juice Shops
- Convenience Stores/Car Washes
- Bars
- Auto Parts/Repair/Service
- Grocery Stores
- Hotels/Motels
- Clothing/Boutiques
- Insurance Agencies
- Pharmacies
- Associations/Foundations

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. 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.
**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.
FINANCIAL YEAR

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.

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

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.”

RESTAURANT OF THE YEAR

MINERVAS

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?”

COMMUNITY SERVICE AWARD

FORK REAL CAFE

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 Pearcy, 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.

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

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FINANCES

AWARDS

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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!

注: 原文内容过长，此处进行了简化。
$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.

$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.

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
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.

THE BOARD:

2023 OFFICERS

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

PRESIDENT-ELECT
Kevin Nyberg • Nyberg’s Ace, Sioux Falls

SECRETARY-TREASURER
Sarah Russtad • 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 • Lamant 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 • HM Design, Britton

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 a way that national associations can’t compete with. Over 85% of our members were visited in 2023.
This 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!