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INTEGRA EXPANDS AND CREATES NEW JOBS

On July 13, 2011, Integra Plastics announced its expansion in Madison that will create 20 new jobs. "Madison has been a great community to do business in," said Mick Green, Integra Plastics President. "We have a great relationship with the community and appreciate the assistance we have received from the Lake Area Improvement Corporation over the past 20 years." Green said, "We are proud to have our headquarters and roots located in Madison."

Linda Salmonson, President of the Lake

Area Improvement Corporation said, "These new jobs will have a positive impact on the community and region. Integra Plastics is a growing company that continues to expand into new markets regionally, nationally and globally. We congratulate them on their hard work."

Integra Plastics incorporated Madison in 1991 and have had several expansions over the years. Integra's products include custom-sized plastic sheeting and related products made from materials such as polyethylene and PVC.

Applications for the sheeting include packaging, pond liners, silage and hay covers, and oil field pit liners.

"Integra Plastics is a cornerstone company within our community," said Dwaine Chapel, LAIC Executive Director. "We applaud the continued growth of Integra and their commitment to South Dakota."

Integra Plastics will be expanding into Brandon with a new line of products in the near future that will solidify its growth in South Dakota. The Brandon facility will house 14 employees.

SCHOOLS OF I-29 CORRIDOR ALLIANCE STRIVE TO MEET WORKFORCE RECOMMENDATIONS

Economic development corporations and higher education institutions along the Interstate 29 Corridor have come together in the past several years to generate more job opportunities and economic prosperity in its communities.

Since March 2008, the I-29 Corridor Alliance has worked toward bringing an increased number of higher wage jobs to the region. One of the initial steps is to provide the necessary workforce for these jobs, which is where the region's universities and technical schools play a role.

In the Regional Growth Strategy study conducted by Regional Technology Strategies, Inc. and released in June 2010, findings show that the area is facing a workforce shortage in the number of young people leaving South Dakota, fewer graduate level programs offered at the universities as compared to other states and the large increase in

retirees.

"We're facing a real challenge in the workforce issue," said South Dakota State University President David Chicoine.

He noted that higher education institutions are the only state-assisted entities to import students from outside of South Dakota. Chicoine estimated that one-third of SDSU students come from out of state. For students to stay in the region, he said, it is important to create attractive alternatives for employment prospects.

As far as advanced degree holders, the region falls below the national average, Chicoine said.

Dakota State University President Doug Knowlton said high-pay industries require a highly educated workforce with graduate degrees. Growth in key industries -

Continued on pg. 4

INSIDE THIS ISSUE:

INTEGRA EXPANDS AND CREATES NEW JOBS	1
SCHOOLS OF I-29 CORRIDOR ALLIANCE STRIVE TO MEET WORKFORCE RECOMMENDATIONS	1 & 4
FROM THE PRESIDENT	2
EMPLOYEES ADVANCE WITH LATI TRAINING	2 & 4
ECONOMIC INDICATORS	3
AIRPORT IMPROVEMENTS BENEFIT PILOTS, BUSINESSES	5
PRAIRIE VILLAGE, ORGANIZER PLEASSED WITH MUSIC FESTIVAL OUTCOME	6

FROM THE PRESIDENT

Where do Jobs come from?

Many Madison residents lost jobs when the national economic downturn hit South Dakota two years ago. No one was immune. Local job losses hurt the community. The downward spiral was distressing and depressing. It appeared that Madison's success in attracting and supporting local industries was being eroded.

However, I'm proud to say that despite despicable conditions, the Madison community and LAIC persevered. With the knowledge that they couldn't control the national or international economies, community leaders, the city, county and Dakota State University worked together to support existing and new companies that resulting in new employment opportunities. Could every lost job be replaced? Of course not, the objective was to seek ways to grow the economy where there was opportunity and mitigate the losses with new opportunities.

It has been said we are in a jobless recovery, but I look at it a little differently. I think we are in transition from jobs that require a lot of person-power to jobs that need more brain power. As companies begin to expand and add employees, they are also working smarter by improving their processes, automating and conserving by doing more with less. That means that workforce education and training are a must. See related articles.

Madison is fortunate to have a diversified economy with a strong industrial base, a strong educational base and a strong agricultural base. Over the past three years, LAIC has leveraged those strengths to support the attraction, start-up firms and expansions such as Integra Plastics (see related article). In total LAIC has collaborated with over 35 businesses and organizations in the last 30 months. These companies have invested over \$32 million in Lake County and retained 560 positions; they have also created 274 jobs in that same time frame. In addition, LAIC has provided workforce assistance in collaboration with Department of Labor and LATI (see related article), facilitated financing packages for Lake Area businesses, and supported housing development.

Linda Salmonson

EMPLOYEES ADVANCE WITH LATI TRAINING

Numerous Madison employees have received a Lake Area Technical Institute education through workforce development projects. LATI has worked with several area companies over the years to improve employee qualifications through short-term training.

"A corporation needs to have training for their workers," LATI President Deb Shephard said. These workforce development projects are "driven by employers and what their needs are."

"As the businesses continue to expand, training has become an important component for creating efficiencies on all fronts of the business model," Lake Area Improvement Corporation Executive Director Dwaine Chapel said.

New and growing businesses in Madison can tap into LATI's resources for a variety of training opportunities, including hydraulics, management, computer technology and agriculture finances, LATI Corporate Education coordinator Steve Hauck said.

Businesses can rely on LATI to train employees in a short amount of time and in a manner to meet specific needs, Shephard said. The school provides full-

time instructors for employee training sessions. LATI has worked with one or two employees in small businesses and with large companies.

"Several Madison organizations have worked with LATI, such as Gehl-Mustang and James River Equipment, to name a couple," Chapel said. "The community of Madison has a strong working relationship with LATI."

In 2008, Gehl-Mustang worked with LATI, LAIC and the Governor's Office of Economic Development to establish a welding lab for employee training purposes. Gehl plant manager Dustin Williams said the program completed its first phase of certifying the company's welders. The next phase of the project was to use the lab as a community training facility for people interested in becoming a qualified welder, but the welding lab closed two years ago as work slowed down due to the recession, he said. The welding lab was located in the CE Attachments building (formerly May & Scofield) adjacent to Gehl's manufacturing plant.

Williams said the project was unique because of the combination of resources

among industry, education and economic development groups.

"The Gehl project was really revolutionary," Shephard said.

"If you want to grow and thrive, you have to partner with people and step outside your comfort zone," Williams said.

A welding lab is likely to come back with the lack of qualified workers to fill welding positions, but the decision for training is ultimately up to businesses, Shephard said.

Currently, Gehl is working with LATI to provide employees with ongoing short-term electronics troubleshooting training beginning in the summer, Williams said. He said LATI has "been very easy to work with, very understanding. They've done an awful lot to tailor to what we need."

LATI maintains an ongoing relationship with the LAIC through the many workforce development projects. Hauck said the LAIC continually keeps the school updated on new trends in the business industry and identifies needs. This information helps LATI incorporate new ideas into the curriculum.

Continued on pg. 6

Lake County Unemployment Percentage

2010	Labor Force	Employment	Unemployment	Rate
JAN	6,445	6,055	390	6.0%
FEB	6,560	6,185	375	5.7%
MAR	6,630	6,250	380	5.7%
APR	6,680	6,370	310	4.6%
MAY	6,740	6,425	315	4.7%
JUN	6,475	6,160	315	4.9%
JUL	6,510	6,185	325	5.0%
AUG	6,515	6,190	325	5.0%
SEP	6,480	6,200	280	4.3%
OCT	6,610	6,305	305	4.6%
NOV	6,540	6,215	325	5.0%
DEC	6,520	6,170	350	5.4%

2011	Labor Force	Employment	Unemployment	Rate
JAN	6,375	6,005	370	5.8%
FEB	6,485	6,130	355	5.5%
MAR	6,570	6,205	365	5.5%
APR	6,600	6,290	310	4.7%
MAY	6,595	6,285	310	4.7%

Source: Department of Labor website <http://dol.sd.gov/>

Statewide Unemployment Numbers

2010	Labor Force	Employment	Unemployment	Rate
JAN	435,375	411,745	23,630	5.4%
FEB	436,625	413,530	23,095	5.3%
MAR	440,030	416,635	23,395	5.3%
APR	443,800	423,965	19,835	4.5%
MAY	445,760	426,010	19,750	4.4%
JUN	451,925	432,735	19,190	4.2%
JUL	453,685	434,330	19,355	4.3%
AUG	450,585	431,055	19,530	4.3%
SEP	442,610	425,080	17,530	4.0%
OCT	443,745	425,860	17,885	4.0%
NOV	442,200	422,930	19,270	4.4%
DEC	440,495	419,030	21,465	4.9%

2011	Labor Force	Employment	Unemployment	Rate
JAN	437,660	414,095	23,565	5.4%
FEB	441,570	417,580	23,990	5.4%
MAR	444,360	420,135	24,225	5.5%
APR	447,305	426,160	21,145	4.7%
MAY	450,335	429,690	20,645	4.6%

Source: SD Dept. of Labor at <http://dol.sd.gov/>

South Dakota Taxable Sales

Year	Madison	Lake County
2006	\$118,599,046.72	\$143,640,842.55
2007	\$125,750,734.98	\$144,080,056.05
2008	\$148,626,228.84	\$159,181,770.17
2009	\$138,138,456.35	\$147,741,384.89
2010	\$124,721,812.69	\$134,951,297.59

2011	Madison	Lake County
JAN	\$10,977,191.29	\$11,859,229.15
FEB	\$ 9,921,941.86	\$10,369,430.61
MAR	\$ 8,548,163.21	\$ 9,302,118.19
APR	\$ 9,010,415.58	\$ 9,710,740.92
MAY	\$10,025,779.13	\$10,819,999.63
JUN	\$10,024,654.99	\$10,915,006.90

Source: <http://www.state.sd.us/drr2/>

City of Madison Building Permits

Month	Total cost
2010	
JAN	\$251,800
FEB	\$71,351
MAR	\$1,311,982
APR	\$1,754,278
MAY	\$4,786,700
JUN	\$473,754
JUL	\$309,470
AUG	\$212,050
SEP	\$215,038
OCT	\$1,642,436
NOV	\$75,961
DEC	\$51,800

2011	Total cost
JAN	\$25,025
FEB	\$5,300
MAR	\$73,170
APR	\$4,367,946
MAY	\$679,099
JUN	\$118,016

Source: City of Madison

Lake County Building Permits

Month	Total cost
2010	
JAN	\$40,000
FEB	\$527,760
MAR	\$1,266,600
APR	\$844,322
MAY	\$1,753,503
JUN	\$1,010,100
JUL	\$1,761,501
AUG	\$501,218
SEP	\$711,451
OCT	\$962,740
NOV	\$530,500
DEC	\$388,365

2011	Total cost
JAN	\$130,000
FEB	\$156,518
MAR	\$2,528,911.17
APR	\$992,242.00
MAY	\$1,117,700.00
JUN	\$1,451,764.80

Source: Lake County Drainage and Zoning Department

Top 10 Unemployment Rates for States

May 2011

Rank	State	Rate
1	NORTH DAKOTA	3.2
2	NEBRASKA	4.1
3	NEW HAMPSHIRE	4.8
3	SOUTH DAKOTA	4.8
5	OKLAHOMA	5.3
6	VERMONT	5.4
7	HAWAII	6.0
7	IOWA	6.0
7	VIRGINIA	6.0
7	WYOMING	6.0

Source: Bureau of Labor Statistics <http://www.bls.gov>

such as information technology related careers like health information technology - is critical for economic development and an important issue for community members to understand, he said. Without these industries, it will be difficult to sustain vital and lively communities, Knowlton said.

The study also found a deficiency in workforce training resources that are locally accessible. It recommended that communities add satellite campuses by working with Lake Area Technical Institute and Southeast Technical Institute.

LATI President Deb Shephard said the technical institute responds to workforce needs by offering programs suitable for students to carry into employment with existing businesses. She said when prospective businesses come to the state, a visit to LATI is often part of the vetting process to see what kind of workers are available.

Mike Cartney, LATI Vice President, said when new workforce demands arise, the school can quickly install new programs to train workers for that job.

Both SDSU and DSU have articulation agreements with the technical schools to allow for students at the two-year schools to transfer smoothly to a four-year school and continue their studies into more specialized fields.

LATI, SDSU and DSU all took action on the study's recommendation to build a better entrepreneurial environment in the region.

Cartney said the school developed an entrepreneurial program as a direct result from the study's findings. The first students to enter this program will begin in the fall.

SDSU already had an entrepreneurship

studies degree, Chicoine said, but it is now being revised to bring it into alignment with other states' standards.

DSU had previously worked with a program to promote entrepreneurship in information technology. The concept is being resurrected, Knowlton said, and the university is working on a proposal for corporate sponsorship of the Center for Technology Entrepreneurship.

The study found a low level of support for private research and development projects within the universities.

Lake Area Improvement Corporation Executive Director Dwaine Chapel said the I-29 Corridor Alliance is looking to be more involved with these projects. He said one option would be to create a legislative policy that may allow a small temporary tax to be imposed that would go into research and development projects.

Chicoine said research and development projects that may potentially yield outcomes with commercial promise are important to create new companies and make existing companies more competitive and profitable. It also leads to better jobs and higher quality of life, he said.

"We continue to grow our grant-funded research," Chicoine said.

An improved quality of life comes from other aspects of the university as well, Chicoine said. The school maintains an educational responsibility to its students by offering a number of opportunities that community members can also take advantage of, such as the gardens, athletic events and theatrical performances.

"We compliment our communities," Chicoine said. "The community is advantaged in attracting high quality jobs

into the community because of the presence of higher education."

Another study recommendation was to create a stronger presence of the national industrial extension system in the state. By working with the Governor's Office of Economic Development, the I-29 Corridor Alliance created the South Dakota Manufacturing Extension Partnership, a federal program through the Department of Commerce. Prior to this, the state worked with the North Dakota MEP center, as South Dakota was the only state without a physical MEP center location.

An advantage of the I-29 Corridor Alliance is having better collaboration in promoting economic development in the region.

"The Alliance focuses the efforts of everybody. You can speak with a more unified voice as to what will help the region as a whole," Cartney said.

"Anytime we can all work together and capitalize on our strengths, we are more attractive to businesses," Shephard said. "It's more efficient and a smarter way to do business."

While the I-29 Corridor Alliance has made progress working together as a group of individual entities, Chicoine said that a more formal organization with a governance structure to ramp up marketing the region would help get state support.

Chapel said marketing the I-29 Corridor could attract research and development projects and wealth-generating businesses that would lead to a productive and prosperous region.

"It would be great for the state to recognize the efforts of the region and help promote the region," Chicoine said.

EMPLOYEES ADVANCE WITH LATI TRAINING (CONTINUED)

"We'd like to thank the Madison area for the partnership and great relationship we do have," Hauck said.

"We are extremely happy to have [LATI]

as a partner to provide essential workforce training opportunities," Chapel said. "We anticipate a long and productive relationship with LATI for many years to come."

Businesses interested in workforce development options offered by LATI can contact Hauck at (605) 882-5284.



AIRPORT IMPROVEMENTS BENEFIT PILOTS, BUSINESSES

Lowering the IAP at the Madison Municipal Airport is good news for both pilots and businesses.

An airport's IAP, or instrument approach procedures, determine the minimum descent altitude allowed for aircraft to land on the runway during inclement weather. The lower the IAP, the further an airplane can descend to the runway under poor visibility.

Two lower IAP were published for the Madison Airport June 30, said airport manager Chris Funk. The approach from the south – the most frequently used – now has a minimum descent altitude of 250 feet, down from 426 feet. The new IAP for the northern approach pushed the minimum descent to 402 feet, down from 563 feet.

"We're within 100 feet of Sioux Falls' minimum descent," Funk said. "That's huge."

Funk has worked to get a lower IAP minimum since 2008. The new IAP levels are an excellent tool for existing and potential businesses, he said. The lower minimum descent altitudes allow planes to land during cloudy or bad weather, which makes the Madison Airport a reliable option for pilots. Funk said Madison has positioned itself so companies will be reasonably assured they can fly in to do business regardless of weather conditions.

"It just makes us that more attractive because you can get here at any time now," Funk said.

The availability of a dependable airport plays a role when companies decide where to locate a business, he said.

"It's just like having another highway to town," Funk said. "It's part of a bigger picture for developing a community."

Area businesses often charter out of the Madison Airport to attend meetings rather than fly commercial because it's more convenient, Funk said.

The Madison Airport has an inventory of 52 planes, surpassing the number of planes at the Brookings Airport.

"We're one of the busiest non-commercial airports in South Dakota," Mayor Gene Hexom said.

The new IAP makes it safer for airplanes to land at the Madison Airport, Funk said. The IAP is a Global Positioning System (GPS) approach and guides pilots as they descend through clouds to a known point below the clouds or until the plane is 250 feet above the ground so pilots can see the runway.

"The object is to get beneath the clouds and land in really bad weather," Funk said.

Madison is one of the closest airports to Sioux Falls that planes can be diverted to in case of rough weather.

Another significant change to the Madison Airport is the replacement of the main hangar taxiways.

"We're very fortunate to have what we have and to keep building and improving on it," Funk said.

Construction on the new concrete hangar taxiways began April 11, according to Funk. The original crumbling asphalt hangar taxiways were removed and crews dug 36 inches into the earth to put down layers of clay, gravel and concrete. A new storm sewer system was placed underneath the taxiway to drain subterranean water.

Funk said Phase I and II of the hangar taxiway project is complete. Workers will finish by connecting the hangar



7/12/2011 - D&G Concrete Construction crews laid concrete for the new hangar taxiways at the Madison Municipal Airport. The project finished at the beginning of July. The taxiways are part of recent improvements at the airport.

driveways to the taxiway and relaying grass and dirt.

A grant to fund the project was received in 2010. Funk said the hangar taxiway project cost about \$700,000. The Federal Aviation Administration is paying for 95 percent of the hangar taxiway project. The state pays 3 percent of the cost and the city is responsible for the other 2 percent of the project.

"We could never do these things without the support of the citizens and city commission," Funk said.

Funk said most of the hangar taxiway work is being done by South Dakota contractors. D&G Concrete Construction of Sioux Falls is the prime contractor. Area suppliers involved in the project include Lee Yeager Gravel, Michael Johnson Construction and Winter, Inc.

Discover the Unexpected

To find out more about Madison, visit these links:

- www.MadisonWorks.com
- www.MadisonSD.com
- www.CityofMadisonSD.com
- www.LakeCountySD.com
- www.ChamberofMadisonSD.com
- www.PrairieVillage.org * NEWLY UPDATED *



PRAIRIE VILLAGE, ORGANIZER PLEASED WITH MUSIC FESTIVAL OUTCOME

By Emmeline Elliott, contributing writer
With good weather, good music and a good turnout, the fourth annual Motongator Joe's Country Music Festival had folks doing the boot scootin' boogie at Prairie Village.

The festival took place June 24-26 and had about 15 regional and local bands playing throughout the weekend. Headline performances were by Wade Hayes and Confederate Railroad on Saturday and Sunday nights, respectively.

"It was a nice, well-organized event and it went very smoothly for everybody," Prairie Village manager Stan Rauch said.

Festival organizer Joe Grinsteiner, a/k/a Motongator Joe, agreed. He said he had more time to talk with people this year, including visitors from France who stopped at the event as it was along the route of their U.S. tour.

Joe said the musical acts went well and the weather was mostly dry. He estimated that the number of campers and festival attendees was on par with last year.

"I'm ecstatic. I love Prairie Village," Joe said. "It was just fantastic."

Motongator Joe's Country Music Festival was presented by Knology with additional support from the Lake Area Improvement Corporation.

A good number of campers stayed at Prairie Village Thursday night for Motongator Joe's free concert that evening, Rauch said. During the rest of the weekend, village workers were busy operating train and carousel rides.

"The Cook Shack was a very popular thing with the attendees," Rauch said.

Prairie Village appreciated Joe's decision to not allow food vendors on the grounds this year, as it resulted in stronger revenue at the Cook Shack, Rauch said.

Joe noticed more vehicles at the festival with out-of-state license plates from about a six-state region. More than a dozen campsites were rented by folks who attend the Motongator Joe's Country Music Festival in Michigan.

Past festival attendees of the Michigan event are offered free camping and tickets at the South Dakota event, Joe said, and the same offer stands to attendees of the country music festival at Prairie Village who would like to go to the Michigan show, which occurs July 27-31. More information about the Wallace, Michigan show can be found at www.motongator.com.

Motongator Joe's Country Music Festival has been held in Michigan for 15 years and is an event that local shop owners prepare for with additional stock, Joe said. Money spent in the community by people attending the event - Joe estimated that a family could spend at least a few hundred dollars besides the festival costs - is "a real shot in the arm to the economy," he said.

"A show like this will bring 1,500 to 2,000 people to the community on a daily basis," LAIC Executive Director Dwaine Chapel said.

A crowd of that size staying for three days will have an economic impact of about \$1 million to the community, Chapel said.

Motongator Joe's Country Music Festival draws a lot of folks from out of the area, Rauch said, and is a boost to both Prairie Village and the Madison businesses that

sell food, supplies and gas to attendees.

"Once they see the facilities here, they're more likely to come back for other events and camping," Rauch said.

"Special events like this draw attention to businesses in Madison. It generates new revenue in the community and enhances the images of organizations such as Prairie Village. It gives them an opportunity to promote themselves," Chapel said. "The more opportunities we have to showcase Madison, the more Madison will grow and prosper."

Joe said the crowd size has continued to see improvement.

"I really think we can hit 5,000 people in a couple years," Joe said. "The future's looking bright."

Motongator Joe's Country Music Festival doesn't just provide quality country music or a boost to the local economy, but is an opportunity for families to create memories and make new friends, Joe said. More families rented campsites at this year's festival, and he saw an increase in the number of large RVs stationed on the grounds.

"That just makes me feel warm and fuzzy because people are accepting the festival as a family show and that was my goal," Joe said.



A featured act takes the stage. Courtesy of Prairie Village.

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