



2009 ANNUAL MEETING

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The LAIC held its annual meeting on Thursday, January 8, 2009 at the Dakota Prairie Playhouse. Past President Jim Iverson gave the blessing. President Mike McDowell called the meeting to order and welcomed the attendees. The minutes from last year's annual meeting were approved.

President McDowell recognized and thanked the investors for making the LAIC goals and achievements possible. He then recognized the staff and Board for their hard work in 2008. President McDowell then gave the Nominating Committee report. He first recognized for outstanding service on the Board, Jim Iverson, Tammy Miller, Jon Knuths, Mark Stoller and Tim Peters. He reported the terms for Jim Iverson, Tammy Miller and Jon Knuths had expired and that due to job relocations, Mark Stoller and Tim Peters had resigned their positions.

McDowell reported the Nominating Committee recommended electing Jerry Johnson as President; Dustin Williams as President Elect; Linda Salmonson as Vice President; DeLon Mork as Secretary/Treasurer; Mike McDowell as Past President. Recommended as new Board members were Chris Giles, County representative, and Jeff Bloom. The new nominees were then appointed to the Board.

President Jerry Johnson presented President Mike McDowell with a clock for his service and dedication in 2008

as the LAIC President. Then McDowell spoke about the LAIC, its original Forward Madison goals and how the 2008 projects fit under each category. McDowell mentioned the **business retention/workforce development**, with the move of Rosebud to the Lakeview Industrial Park, creating 15-20 new positions, ICAP's expansion into a new facility and location, James River Equipment's construction in 2009 with the creation of 9-15 jobs, the opening of the welding lab and the completed Hwy 34 Economic Impact Study, with its award from NADO; **economic gardening/entrepreneurialism**, partnership with DSU and the GOED on an entrepreneurial program, negotiations with new tenants to the Heartland Technology Center with 20 potential new jobs, Sioux Valley Wireless' introduction to WiMAX, making Madison one of the first wireless



Lt. Governor Daugaard speaking at the Annual Meeting.

It was my privilege to serve as President of the development corporation in 2008. My goals were relatively simple, some of which we accomplished in spite of the economic contraction:

- Create and maintain quality jobs: a mixed record with expansion of several local companies but losses at others as economic conditions worsened
- Facilitate expansion of affordable housing: accomplished with two new homes, including one already purchased
- Aid to displaced workers and their families: accomplished with both hiring incentives to employers and aid to local relief agencies

My philosophy is relatively simple – working together without concern for who gets credit means success. Madison and the lake area have excellent private and public leadership that has demonstrated an ability and willingness to get things done and to look forward in spite of the current economic contraction. It is no surprise that this combination has resulted in state recognition of Madison as an outstanding community.

Because of these community and individual qualities, 2009 can be a better year than current economic conditions might imply. There are too many people working hard on behalf of Madison and the lakes region to name them all. I want to thank all of you – you know who you are – for giving back to your community your time and talents. I recognize what this commitment means and look forward to working with you in the coming year. This community is a better place because you cared enough to give it your time and talents.

LAIC has an excellent staff that works continuously to create and maintain economic and quality of life opportunities. Their long hours of hard work have produced results that will benefit our community for many years.

Finally, my organization – Heartland – believes in “The Power of Forward Thinking.” We have our corporate home in a community that fosters that outlook. We are, indeed, right at home in Madison.

President Mike McDowell, 2008

On January 8th the annual meeting of the Lake Area Improvement Corporation was held. During that meeting over 100 people had an opportunity to hear from several individuals about the issues and opportunities for our communities and state. This meeting showed the importance of establishing a network of economic leaders to allow for a collaborative and consistent message to promote our city, county and state. This group was comprised of representatives from our federal congressional delegation, elected state officials, representatives of the Governor’s Office for Economic Development, regional government associations; county and city officials and lastly, but most importantly, was the Forward Madison investors.

2009 is the third year of a truly amazing and inspiring plan for economic development in Lake County. Forward Madison is a group of individuals and businesses that had vision for our community and had the courage, creativity and trust to invest their time, talents and finances in the Lake Area Improvement Corporation.

With the start of a new year, 2009 will provide all of us with challenges we have not faced before for our businesses, community and state. As the down turn in the economy has proven, Madison is not immune to such conditions. However, with teamwork and creativity, Madison and our area will continue to prosper this year and in years to come.

President Jerry Johnson, 2009

GROWTH AND ACHIEVEMENT AWARD WINNER

Custom Touch Homes, LLC, started in 1998 by Michael and Virginia McDonald, is located in the Lakeview Industrial Park on the south side of Madison. Custom Touch is housed in a 75,000 square foot building that allows for the construction of single family homes, du-plexes, multi-family units and small commercial buildings to be built inside the controlled building environment. This means there are no weather delays and the same carpenters are used to ensure the highest consistency and quality. However, quality doesn't mean



high-cost, the same types of materials an on-site builder would use are purchased in bulk quantities and the savings are passed on to the customer. In order to build to the customer's growing needs, it added in 2008, a bigger exit door to allow for structures of up to 40 feet wide.

Custom Touch can build about any dream home or building their customers can imagine and have made those dreams come true by shipping to Wyoming, Minnesota, Canada and throughout South Dakota. Supported by a network of dealers, Custom Touch and their dealers help their clients with on-site finishing touches, to give the client the one-on-one attention they deserve. Custom Touch is always looking to expand to new areas and has forged ahead in 2008 with the partnership between Scott Larson and Jeff Larson.

President Mike McDowell (left) presenting the Growth and Achievement Award to Jason McDonald of Custom Touch Homes.

(courtesy: Madison Daily Leader)

Custom Touch was awarded the Growth and Achievement Award due to their ability to expand and continue to prosper resulting in their expansion of up to 75,000 sq. ft., their addition of 10 employees in 2008 and the expected 8 employees in 2009.



Right: President McDowell (left) and President Johnson (right).

Top: Annual Meeting taking place.

2009 ANNUAL MEETING (CONTINUED)

communities in the state of South Dakota; **new business development** with the LAIC Loan Fund to help businesses grow in Lake County, the completed first phase of infrastructure in the Lakeview Industrial Park, negotiations with potential retail businesses considering Madison as a new home, new business attraction, specifically the industrial park; and **marketing** with the new commercials for weekend stays in Madison, promotion of Madison and its many amenities, Motongator Joe's Country Music Festival, 1st annual in 2008, and the completion of the new Madison entrance sign.

Then, Dwaine Chapel presented the Growth and Achievement Award to Custom Touch Homes, with Jason McDonald accepting. McDonald spoke about how Custom Touch Homes is doing well in the housing industry, it hasn't "fallen off a cliff" as compared to other housing sectors of the economy. McDonald spoke about Custom Touch Homes and thanked the LAIC for the award.

Next at the podium was the congressional delegation. A letter from Rep. Herseth Sandlin was read by Linda Salmonson. The letter focused on working to restore fiscal responsibility with her new position as co-chair of the Blue Dogs, renewable energy in biofuels and wind industries, and applauded Heartland Consumers Power District and East River Electric Power Cooperative as significant leaders in the wind industry, the importance of the expansion of Hwy 34 and the anticipated future involvement when the House reauthorizes the highway bill later this session. Carmyn Asencio read Senator Johnson's letter focusing on his efforts to promote economic development in the area, the anticipated economic stimulus in Congress, his commitment to do his very best to "ensure ...[it] delivers the maximum bang for each and every one of your bucks", the overdue appropriations bills that include funding for the Lewis and Clark Rural Water system, numerous other projects, and the visionary and effective leadership the Madison area has in helping to make "South Dakota an even better place to call home." Ben Ready with Senator Thune's office spoke as well, focusing on the tentative economic growth with the anticipated stimulus package, tax cuts and questions about new programs and the Employee Free Choice Act.

President McDowell introduced South Dakota Lieutenant Governor Dennis Daugaard. The Lt. Gov. spoke and gave a PowerPoint presentation on South Dakota and its comparisons in economy to the rest of the U.S. Overall graphs showed that South Dakota is suffering for jobs but is by far much better than the overall economy. After speaking, the Lt. Gov. was presented with a John Green print for his attendance and shared comments. Those in attendance were thanked for their participation and the Annual Meeting was then concluded.



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