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this issue

- Goodrich adds jobs
- Grand Forks names Thiessen
- CTB meets needs
- Business activity is up
- 04 marketing events
- EDND news

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commerce matters



ED&F and Tourism partner to host IMAX event

Two North Dakota Department of Commerce divisions – Economic Development and Finance and Tourism – hosted a private showing of “Lewis & Clark: Great Journey West” at the Minnesota Science Museum on Friday, Nov. 21, in St. Paul. More than 300 business and tourism executives, media, travel operators, and North Dakota Ambassadors and alumni participated. According to one company executive who wrote Gov. Hoeven after the event, “Every dollar the state spent was well worth it.”

The purpose of the event was to enhance North Dakota’s image in the Twin Cities market and to increase the awareness of the Lewis & Clark Bicentennial and its importance in North Dakota history. The evening event included the IMAX movie and dinner with keynote speaker Clay Jenkinson portraying Meriwether Lewis. ●

Goodrich Corp. to add jobs at Jamestown facility

Goodrich Corporation, a global aerospace and defense supplier, will add up to 150 jobs to its existing manufacturing facility in Jamestown, N.D. “The expansion of the Goodrich



Gov. John Hoeven congratulates Goodrich Corporation employees on the company’s Dec. 18 expansion announcement which 150 new jobs for the Jamestown facility over five years.

Corporation in Jamestown exemplifies what can happen when we work together,” Hoeven said. “Because of the leadership at Goodrich, its workforce and the efforts of our state and local officials, we are here celebrating a true success story for the community and the state. Together, we are creating more, better-paying jobs in North Dakota, and we are furthering growth in our advanced manufacturing sector.”

Project partners include the Jamestown Stutsman County Development Corporation, the South Central Dakota Regional Council, Job Service North Dakota and the divisions of Community Services, Economic Development & Finance and Workforce Development in the Department of Commerce. ●

ND Ambassador’s program continues growth

Business people across the United States are being recruited as North Dakota Ambassadors to help send the message that North Dakota is a good place to live, work and be in business. So far, about 500 Ambassadors have signed up and they have generated 14 business leads. The Ambassador mindset demonstrated by George Haugo of PepsiAmericas is one example of a success story. Because of his initial efforts, in partnership with others, Pepsi placed the company’s new customer support center in Fargo rather than Memphis, Tenn.

The idea of using alumni to promote the state works so well that others are adopting the concept. The lead story in the *Minneapolis Business Journal* recently invited former Minnesotans to “Please come home. And bring along your biotech company”. The story was about Minnesota’s plan to market the state to former residents, especially business owners.

Contact: Linda Butts (328-5311 or lbutts@state.nd.us). ●

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Redline to build snowmobiles in West Fargo

California-based Redline Performance Products will build its first production-model snowmobile at Interstate Power Products & Services (IPPS) in West Fargo. IPPS, a division of Bloomington, Minn.-based Interstate Cos., will build 600 to 700 sleds for the 2003-04 model year. Fargo-Cass County Economic Development Corp. and the Division of Economic Development & Finance were instrumental in landing the project for North Dakota. ●

Grand Forks names Thiessen as new director

A former Winnipeg economic development chief is taking on the same job in Grand Forks. Klaus D. Thiessen was recently named president for the Grand Forks Region Economic Development Corporation. Thiessen, pronounced "tea-son," has 20 years of business experience, 10 of them at the Winnipeg Economic Development Corp. He has ties with both Canadian and American businesses. ●

Marketing and Business Development teams will open three new markets in 2004

From 2001-2003, ED&F hosted 10 marketing events in three primary markets (Silicon Valley, Twin Cities and Chicago) targeting three primary industries (advanced manufacturing, food processing and technology-based business). In the 2003-2005 biennium, ED&F will host 30 marketing events in those same markets, as well as add Portland/Seattle, Los Angeles and New York to the targeted geographic markets. "We believe we've found a unique and successful combination for our marketing events that allows us to reconnect with former North Dakotans and recruit new business interests in the state," said Linda Butts, ED&F director. "For example, at our North Dakota Business Gathering in San Jose, we had 191 guests, and 52 of them completed response cards before leaving the event. Of those 52, 18 indicated they were

interested in business development and business expansion opportunities in North Dakota. In addition, another 34 want to become North Dakota Ambassadors. The message that businesses grow and prosper in North Dakota is being heard, and people are responding to it." ●

2004 ED&F Business Development and Marketing Events (first six months)

Jan. 6-8	Medical Devices Mfg. Trade Show - Anaheim, CA
Jan. 17	North Dakota Business Gathering - Portland, OR
Jan. 19-21	Northwest Food Processors Trade Show - Portland, OR
Jan. 20	North Dakota Business Reception - Portland, OR
Feb. 23-25	Outsourcing World Summit Exhibit - Lake Buena Vista, FL
Feb. 23	North Dakota Business Reception - Chicago, IL
Feb. 23-26	National Manufacturing Week Trade Show - Chicago, IL
March 20	North Dakota Business Gathering - Los Angeles, CA
May 25	North Dakota Business Reception - Denver, CO

Center for Technology and Business meets small business needs across North Dakota

The Center for Technology and Business (CTB) began work in June 2003 to provide business support and distance learning for citizens in the CONAC and Southwest REAP Zone. To date, 78 businesses have been surveyed to identify and analyze the type of assistance small businesses in these areas of the state need. As of Nov. 1, CTB offers an online professional

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development series including more than 50 courses to meet the identified needs. In addition, the Center – which received funding from ED&F and USDA Rural Development for the project – is developing a buying coop for rural retailers to take advantage of wholesale buying and better manage their inventory. Contact: Tara Holt (223-0707 or holt@techwomen.org). ●

Business Development activity is up

As the rest of the country's economy begins to pick up speed, the level of interest in business expansions and relocations is also picking up speed. In December alone, the ED&F Business Development team hosted six different companies for site visits in more than 10 different communities. Perhaps most interesting is where the initial contacts came from: two from a strategically placed column in the *San Jose Mercury News*, one from a direct email off of the growingnd.com web site, two from the May 2003 Denver Business Reception and one direct contact to a member of our Business Development team. Watch for updates and possible announcements in the coming months! Contact: Mike Strotheide (328-5322 or mstrotheide@state.nd.us). ●

ND Development Fund invests over \$370,000

Seven North Dakota companies were approved for \$372,260 from the North Dakota Development Fund this fall. A program administered through the Division of Economic Development and Finance, the Development Fund provides gap financing to primary sector businesses expanding in the state.

Northland Products in Finley will receive \$25,000, and Central Dakota Beef in Harvey will receive \$50,000 for a line of credit. Earthharvest Mills, Inc. of Harvey will receive \$50,000, and Sandhills Dairy in Towner will receive \$200,000. Northwestern Dairy in Parshall will receive \$16,830, and Zircon Construction, Inc. of Bismarck will

receive \$14,000. Buffalo City Wood Products in Jamestown will receive \$16,430. Contact: Dean Reese (328-5334 or dreese@state.nd.us). ●

APUC awards over \$2.5 million since 2000

Since 2000, The Agriculture Products Utilization Commission (APUC) has supported 111 value-added projects totaling \$2,592,071.25. The following is a breakdown of the projects and grant areas:

- 10 projects under basic and applied research (\$188,864)
- 47 projects under marketing and utilization (\$1,538,846)
- 24 projects under farm diversification (\$124,117)
- 6 projects under prototype development (\$107,625)
- 18 projects under federal specialty crops (\$388,269.25)
- 11 projects under federal international trade (\$244,350)

Contact: John Schneider (328-5350 or jfschneider@state.nd.us). ●

Marketplace for Entrepreneurs planned Jan. 15

"Marketplace for Entrepreneurs" will be held Thursday, Jan. 15, at the Alerus Center in Grand Forks. The day-long conference will keep the popular classes, workshops, "how-to" demonstrations and exhibits that last year drew a record attendance of nearly 7,000 people. The event's new name reflects a new emphasis on necessary tools, information, skills and practical advice for North Dakota's small- and start-up businesses and community leaders seeking to encourage new business growth. The North Dakota Rural Development Council and Manufacturer's Extension Partnership, both housed within the Division of Economic Development and Finance, are actively involved in the planning and presenting of conference sessions. ●

economic development association of north dakota



EDND elects officers

Gene Veeder, Watford City, was elected president of the board of directors of the Economic Development Association of North Dakota (EDND). Veeder is the executive director of the McKenzie County Job Development Authority. Carol Goodman, executive director of the Cavalier County Job Development Authority in Langdon, was elected vice president. Jane Preibe, economic development coordinator for Wahpeton, was elected secretary/treasurer. Jim Melland, vice president of the Grand Forks Region Economic Development Corporation, remains on the board as past president. Other board members include Kevin Magstadt, community development manager for Montana-Dakota Utilities in Bismarck; Tressy Heinle, director of the Tioga Economic Development Corporation; and Judy Sauter, marketing and research director for the Bismarck-Mandan Development Association. Contact: Jane Preibe (642-8559 or janep@wahpeton.com). ●

Thredgold and Dodd tell it like it is

Jeff Thredgold, president of Thredgold Economic Development Associates and David Dodd, president and founder of DADCO Consulting, Inc., addressed over 60 members of EDND at the group's annual meeting in Grand Forks recently.

A nationally known economist and humorist, Thredgold spoke about the national, global, and regional economies affecting how we do business and what to look for in the future. "You ain't seen nothing yet," said Thredgold as he alluded to the kind of technology being developed right now. As for the North Dakota economy, Thredgold suggests developers look at two things: bringing California jobs here and strengthening existing jobs and businesses in the state.

Focusing on existing businesses was the main topic of David Dodd's presentation. He feels the most effective economic

development programs emphasize BR&E (Business Retention & Expansion). Dodd said businesses don't want intrusion, but they do want help. He outlined six reasons customers leave:

- (1) Three percent die;
- (2) Four percent of the key executives move;
- (3) Six percent leave due to relationships;
- (4) Eight percent are impacted by advertising/PR/marketing;
- (5) Twelve percent are purposely driven away; and
- (6) **A full 67 percent of customers leave because they thought no one cared.**

Dodd stressed that a successful BR&E program requires volunteers that have passion and truly want to make a difference in their communities. Both speakers received high ratings on the conference evaluations. ●

Summer 2004 EDND meeting yet to be scheduled

If your city would like to host the Economic Development Association of North Dakota summer meeting 2004, contact EDND Secretary/Treasurer, Jane Priebe at janep@wahpeton.com. Possible sites are Beulah, Wahpeton and Dickinson. The 2003 summer conference was held in conjunction with BR&E International in Bismarck. ●

Help us out with the web

If many hands make light work, then many eyes will make light work of updating the information on EDND's web page at www.ednd.org. Give it a quick look and see if your information is correct. E-mail janep@wahpeton.com or call 1-888-850-9544 with your changes. Thank YOU! ●