

volume 5, issue 2

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# commerce matters

## CA Company Announces Location in Langdon

A California company run by a North Dakota native will locate in Langdon. Datatic Technologies has developed software that allows businesses to make intelligent decisions based on patterns or trends in their data. Founded in 2000, Datatic is based in Palo Alto, Calif., and also has a software development team in Pune, India. CEO Rock Clapper, Ph.D., is from Carrington and began considering North Dakota locations for his company last fall. "I was reading the business section of the *San Jose Mercury News* and discovered a front-page article about Gov. Hoeven's interest in bringing Silicon Valley, high-tech companies to North Dakota," Clapper said. "The Department of Commerce staff invited me to a North Dakota business reception in San Jose in early November, and by December, I was visiting communities in North Dakota."

"This project exemplifies the ability of our local leaders to pull together and present a compelling case for Datatic. In addition, we received considerable support from the North Dakota Department of Commerce..." said Carol Goodman, director of the Cavalier County Job Development Authority. ●



**THANKS TO OUR PARTNERS!** The North Dakota Department of Commerce says thank you to the local economic development community for its partnership. Pictured (l-r) are local developers who partnered with us to host the Chicago Business Reception on Feb. 24: Gaylon Baker, Jim Dahlen, Paul Lucy, Jim Melland, Jerry Sandstrom, Ken Will, Connie Ova and John Phillips.

## Partners with Manufacturers

Successful economic development rests primarily on three factors. First, existing businesses need the tools necessary to expand and prosper. Second, the entrepreneurial spirit must be encouraged and nourished, resulting in more successful start-ups. Third, new businesses must be identified, recruited and brought to North Dakota.

Existing businesses are the bedrock for all economic development. They form the core of employment in North Dakota and sustain our communities. The North Dakota Manufacturing Extension Partnership is a public-private partnership with the federal government, state government and private business. Housed in the Department of Commerce, the North Dakota center is one of 60 in the nation and is ranked number one for impact on client's bottom line and customer satisfaction.

Through this network, North Dakota manufacturers have access to over 2,000 practitioners providing technical and business assistance. For example I.R. Bobcat requested the assistance of MEP specialists to address the assembly time on its Model 400 and 500 skid steer loaders. The cycle time of one machine was taking 52 minutes, but needed to be reduced to 22 minutes to meet customer demand. After one week with ND MEP staff and I.R. Bobcat employees working together, the customer demand time was reduced to 17 minutes; floor space requirements were reduced by 22 percent; and productivity (hours per unit) was increased by 55 percent.



Linda Butts

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The ND MEP has worked with over 200 North Dakota businesses and 3,500 employees. As a result of this program, businesses have increased or retained sales of \$17.5 million; \$5.2 million in new investments have been made; and nearly 100 jobs have been retained or created. It's programs like the ND MEP that support our commitment to improve the quality of life for the people of North Dakota. We believe that working together, we will succeed in making North Dakota a better place to live, work and be in business. For more information on the ND MEP, contact Sheila Link at 701-328-7259 or [sheilal@ndmep.com](mailto:sheilal@ndmep.com). ●

### Bismarck, Fargo and Grand Forks Top Rankings

*Sperling's BestPlaces* ranks 331 metro areas with a new stress index, and Bismarck, Fargo and Grand Forks hold the #1, #2 and #10 spot for the least amount of stress in the small metro category, respectively. The "Sperling Stress Index" is comprised of nine different factors which are associated with stress: unemployment rate, divorce rate, commute time, violent and property crime rates, suicide rate, alcohol consumption, self-reported "poor mental health" and number of cloudy days. Among the low-stress cities, there appears a common theme of state capitals and institutions of higher learning. "Government and universities provide a solid economic base to smaller cities, lessening the stress caused by economic cycles," Sperling reported. ●

### Hoeven Announces North Dakota Trade Office

Gov. John Hoeven announced the formation of the North Dakota Trade Office (NDTO) to increase exports of North Dakota products in international markets. The 2003 Legislature provided the framework for the North Dakota Department of Commerce to establish the NDTO through a private-sector, contractual agreement. The contract was awarded to Export ND, a private, nonprofit organization sponsored by the North Dakota District Export Council, whose purpose is to provide

export-related services to exporters. A public-private partnership, The North Dakota Department of Commerce and Export ND recognized the synergy for the two groups to work together to raise export volume in North Dakota. The NDTO will receive a majority of its funding through Commerce's Economic Development and Finance (ED&F) Division, as well as a portion from Export ND, and other private and public agencies.

"We are pleased with the establishment of the North Dakota Trade Office," said Linda Butts, director of the Economic Development and Finance Division of the Department of Commerce. "Through collaboration with an existing organization, we are achieving new milestones in economic development, within our borders, and now, outside of them." For more information on the NDTO, contact Susan Prochaska Geib at 701-237-0986 or [susanne@exportnd.com](mailto:susanne@exportnd.com). ●

### APUC Commissioners Award \$147,475

The Agricultural Products Utilization Commission (APUC) approved \$147,475 in funding to six projects at its quarterly meeting held Feb. 12, in Wahpeton. Grant recipients include:

- **Maple River Winery**, Casselton, \$23,625
- **Sund Manufacturing Company**, Newburg, \$13,650
- **North Dakota Dairy Coalition**, Richardton, \$65,000
- **Dakota Valley Growers, LLP**, Bathgate, \$19,700
- **Northern Plains Potato Growers Association**, Grand Forks, \$18,000
- **North Dakota Food Processors Association**, Bismarck, \$7,500

APUC is a program of the Department of Commerce and administers four grant programs for researching and developing new and expanded uses for North Dakota agricultural products: basic and applied research, marketing and cooperative marketing utilization, farm diversification and agricultural prototype. For more information, contact Executive Director John Schneider at 328-5350 or [jfschneider@state.nd.us](mailto:jfschneider@state.nd.us). ●

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### North Dakota HOME Program Ranks No. 1

North Dakota's HOME program is No. 1 in the nation. In a recent program performance evaluation, the Department of Commerce Division of Community Services' program was ranked at the top for providing affordable housing to North Dakotans. All 50 states and Puerto Rico have HOME programs and each was evaluated with specific criteria to determine rank. "There is a strong need for decent, safe housing in North Dakota. Not only is North Dakota setting the standard for the rest of the nation, but we are excelling at community development and providing affordable homes to those in need," said Gov. John Hoeven. "The divisions of our Department of Commerce are finding new ways to work together in community and economic development and tourism. By doing things differently we are finding program innovations that benefit people throughout the state." ●

### ND Companies Invited to QVC Product Search

The televised shopping service QVC invites North Dakota entrepreneurs to present their products to QVC representatives during a National Product Search Discovery Tour. The four tour locations are Las Vegas on April 2, Atlanta on April 13, Chicago on April 15 and QVC headquarters in West Chester, Penn., on April 23. "North Dakota entrepreneurs, many of them home-based businesses, have unique, quality products that might appeal to QVC and its customers," said Linda Butts, director of the Economic Development & Finance Division of the North Dakota Department of Commerce. "This is an opportunity for these North Dakota businesses to market their products nationally." In July 1995, QVC broadcast a special on North Dakota products from the stage of the Medora Musical. Twenty North Dakota entrepreneurs sold their products during that QVC telecast and viewers purchased 22,500 items from the North Dakota companies with sales exceeding \$527,000. Information and an online registration form can be found at [www.QVCproductsearch.com](http://www.QVCproductsearch.com). ●

### Alternative Tourism Conference Planned

The fifth annual North Dakota Alternative Tourism and Rural Enterprise Conference will be held Thursday, April 1, in Wishek. The event gets underway at 8 a.m. and will feature speakers experienced in activities, events and businesses that may not be considered "mainstream" tourism, as well as rural entrepreneurship. Business owners who would like to display their products or services are encouraged to set up a booth at no charge. There is a \$15 per person registration fee to attend the conference. To see a tentative agenda and print out a registration form, visit [www.edgeley.com](http://www.edgeley.com). For more information or to reserve booth space, contact Tom Lovik at 701-452-2371 or Becky Meidinger at 701-288-3275. Dakota Heartland Champion Community is the conference sponsor and includes the cities of Edgeley, Kulm, Napoleon, Wishek, Ashley, Lehr and Zeeland. ●

### North Dakota in the News

- *USA Today*, Feb. 24, 2004, "Big Cities Lure Away North Dakota Youth," advertising impact = \$688,700
- *Food Product Design*, January 2004, "Northern Business Climate Balmy," advertising impact = \$5,575
- *US Industry Today*, December 2003/January 2004, "Site Selection: Fargo," advertising impact = \$41,870
- *Site Selection*, January 2004, "Wind Blows in New Plains Projects," advertising impact = \$21,600
- *Business Journal of Portland*, Jan, 16, 2004, "North Dakota Targets Oregon Firms for Recruitment," advertising impact = \$14,450
- *American Indian Business News*, Summer 2003, "Laducer Commits to Helping Disadvantaged, Minority People Succeed," advertising impact = \$11,650 ●

## economic development association of north dakota



### EDND Members Serve on Committee

Eight members of the Economic Development Association of North Dakota will serve on the 36-member Red River Valley Research Corridor Steering Committee recently formed by U.S. Sen. Byron L. Dorgan. The committee will meet this week for the first time to bring ideas and direct the progress of this corridor which is anchored by North Dakota's two major universities. Research opportunities would be furthered by connecting to all colleges in North Dakota and to regional companies. A presentation of a joint study conducted by NDSU and UND will be addressed at the meeting and it is hoped a coordination center for the research corridor will be developed. Individuals on the steering committee include the following EDND members:

- Dr. Joe McCann, Williston State College President;
- Tony Grindberg, Director, NDSU Research Park;
- Bruce Gjovig, Director, UND Center for Innovation;
- Dave McIver, GNDA Executive Director;
- Brian Walters, Director, Fargo/Cass Co. Econ. Development;
- Jim Melland, Grand Forks Region Econ. Dev. Corporation;
- Rick Forsgren, Traill County Econ. Dev.; and
- Jane Priebe, Wahpeton Economic Development. ●

### Fundraiser Jerold Panas to Speak in Fargo

Nationally known fundraising expert Jerold Panas will conduct an all-day seminar on fundraising for nonprofits in Fargo on May 27. The group that sponsored the BoardSource program last May is planning this event. The program will be valuable to nonprofit board members, executives and staff. The event will be held at the Ramada Plaza Suites and Conference Center, 1635 42<sup>nd</sup> Street SW, Fargo, ND. Registration will begin at 8 a.m. and the seminar will end at 4:00 p.m.

Jerold Panas is chief executive officer of one of the nation's premiere firms in the field of financial resource development. A frequent speaker at fundraising conferences and seminars, Dr.

Panas is also a regular contributor to professional journals and a noted author. Among his many books is the best selling *Mega Gifts*, now in its ninth printing. His book *Boardroom Verities* is acclaimed as a resource that raises board membership and governance to inspirational new heights. Jerry has been professionally involved in fundraising and financial resource development for over 30 years. He combines this understanding and experience in the field with a special talent for strategic planning and volunteer development. This is an event you won't want to miss. Look for more information to come and be sure to save the date. ●

### Funders Forum to be held July 22 in Fargo

The 2004 Funders Forum will be held at the Fargo Holiday Inn, July 22, 2004. This event, held every other year, brings representatives of many of the local and regional foundations and other nonprofit funders to share their focus and new ideas with nonprofit entities. The event will be free to area nonprofit executives and staff. This year's event will have two new features. A grantwriting training session will be incorporated in the afternoon and also an update on the current state of the nonprofit community. Be sure to save the date. ●

### Developers Featured at Business Conference

Several EDND members participated in a panel discussion entitled "Economic Development Goals & Measurements" during the 2004 Greater North Dakota Association Business Conference in Fargo, Feb. 2-3. John MacMartin, Minot Chamber of Commerce; Tressy Heinle, City of Tioga; Gaylon Baker, Stark Development Corporation; Jennifer Feist, City of Valley City; and Rick Forsgren, Traill County EDC/JDA presented their best practices for economic development goals and measurements. Carol Goodman, Cavalier County JDA, moderated the panel. Members talked about the many local, regional and state level agencies that assist in packaging a project and the checks and balances that are in place at every level. ●