



# THE CHAMBER

FARGO MOORHEAD WEST FARGO

## Leadership Fargo Moorhead West Fargo November Newsletter

VOLUME 1, ISSUE 2

NOVEMBER 2011

THE CHAMBER  
FARGO  
MOORHEAD  
WEST FARGO

### SPECIAL POINTS OF INTEREST

- Please dress in business casual attire.
- You will pick the top three non-profits you would like to work with at this session.
- Post-session social will be held at Labby's. Join us if you can!

## Thursday, November 10 LFMWF Session

The November 10 LFMWF session will be held at the North Dakota State University Alumni Center. We will focus on Change Management and Collaboration. How do you react to change? How do you initiate change? How do you facilitate change? Do you recognize change is needed before it happens? Or are you always "late getting on the bus"?

In the morning, we are fortunate to hear from NDSU's President, Dean Bresciani. He will talk about some of the changes and collaborations that have happened at NDSU since he resumed the President's post in May 2010.

This is also the session where you will be introduced to the non-profit groups

you will be working with this year. I have provided detailed descriptions of the projects in this newsletter.

The afternoon will be spent hearing from Dave Batcheller, COO of Appareo Systems, LLC. He will talk about Appareo's business model and how it has evolved to accommodate new opportunities and facilitate growth.

We will wrap-up the day by learning more about your leadership styles with the facilitation of the PACE Palette.

Come ready for a fun, learning-filled day!

### Important addresses & parking info

**The Alumni Center at NDSU** - 1241 University Dr N, Fargo.

**Parking:** Anywhere south of the Alumni Center—Alumni Center Guest lot, AD lot, and IFC lot. The Alumni Center has requested no ticketing in those lots on November 10.

### **Post-Session Social!**

**Labby's** - 1100 19th Ave N, Fargo

This social is not required but anyone who wants to socialize after the day's session is welcome to attend!

## Leadership Profile Index: PACE™ Palette

The PACE™ Palette is a color assessment tool designed to enhance communication in the workplace by utilizing a fun, non-threatening, easily adaptable tool. As a result of this personality profile, you will be able to quickly identify the dominant color of those around you (co-workers, clients, supervisors, family) and most importantly as a result, you will immediately have the tools in place to effectively communicate with others that may have a different color temperament.

Developed by James W. Newman, a pioneering behavioral scientist whose study of high-performance people identified a group of habits, attitudes, and patterns of behavior which appeared to be common denominators of high levels of success and achievement in all walks of life. From the beginning the purpose of PACE™ has been to help already successful people better understand just what made it possible for them to make productive use of their talents and training and to provide clear methods with which to further enhance their personal and professional success.

PACE™ Palette Facilitator, April Strand, will help you determine if you are:

**RED**

**YELLOW**

**BLUE**

**GREEN**

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## **President Dean Bresciani, North Dakota State University**

Dean L. Bresciani was named North Dakota State University's 14th president on May 24, 2010, by the State Board of Higher Education. Bresciani is well known for his dedication to students and regarded for his thoughtfulness, energy and integrity. He brings to campus the knowledge and experience of a nearly 30-year career and has developed a broad leadership base in the academic, administrative and political aspects of higher education

A native of Napa Valley, Calif., Bresciani was vice president for student affairs at Texas A&M University in College Station from 2004 to 2008. He was at the University of North Carolina at Chapel Hill from 1998 to 2004 in positions including interim vice chancellor for student affairs. From 1992 to 1998, he worked at the University of Nebraska at Kearney, in positions including director of Residential and Greek Life and interim associate vice chancellor for student affairs.

Through his career, Bresciani has gained an extensive background in strategic planning, enrollment management, facilities design and financing, auxiliary enterprises operation and the implementation of business operation efficiencies and revenue enhancement measures. A focus of his work is enhancing the accessibility and quality of campus programs while improving the sense of welcome, support and achievement for all members of the university and surrounding communities.

Bresciani was an adjunct full professor at Texas A&M University in the Department of Educational Administration and Human Resources Development. As a visiting assistant professor at North Carolina State University's graduate school from 2003 to 2005, he taught in the higher education administration program in the Department of Adult and Community College Education. As an adjunct lecturer at the University of North Carolina at Chapel Hill from 2003 to 2004 in the Department of American Studies, he designed and taught history of American higher education. As an adjunct assistant professor at the University of Nebraska at Kearney from 1992 to 1998 he taught in the Department of Management, as well as Counseling and School Psychology.

Bresciani earned his bachelor's degree in sociology from Humboldt State University, Arcata, Calif.; master's degree in college student personnel from Bowling Green State University, Bowling Green, Ohio; and doctorate in higher education finance, with a doctoral minor in economics, from the University of Arizona, Tucson.

He has an array of invited and juried publications and presentations, and broad involvement in higher education associations ranging from scholarly to business affairs. He has held national leadership positions, including past Council Chair of the Association of Public and Land-grant Universities, and service on the board of directors in the National Association of Student Personnel Administrators. He also has professional affiliations with the Council for the Advancement and Support of Education, EDUCAUSE, and the National Association of College and University Business Officers.

He has received numerous honors, including Administrator of the Year in 2008 by Texas A&M University's Student Government. He also received the Newsmaker Image Award in 2007 from the Texas A&M Division of Marketing and Communications. He was named a "Pillar of the Profession" by the National Association of Student Personnel Administrators and received the Foundations of Excellence Award from the Association of College and University Housing Officers-International. In addition, he received the Student Advocacy Award and Order of the Golden Fleece from the University of North Carolina, President's Award for Distinguished Service at Bowling Green State University and Man of the Year honors at Humboldt State University. He is an honorary inductee of Alpha Phi Omega National Service Fraternity, Golden Key Honor Society and National Residence Hall Honorary.

## **Dave Batcheller, COO, Appareo Systems LLC**

Founded in 2003, Appareo Systems has been working in the custom design of electronics and software products for the aerospace and off-road rugged equipment marketplace. Since its inception, Appareo's business model has evolved to accommodate new opportunity and facilitate the company's growth. Last year, Appareo was named by *Inc. Magazine* as the fastest growing privately held engineering company in the United States and appeared on the Inc. 500 list, experiencing 1800% growth over a three-year period. In addition, Appareo is an accredited FAA Parts Manufacturing Facility. Their efforts have garnered accolades for products such as their ALERTS system, being named the 2007 Product Breakthrough of the Year by Aviation & Space Technology and they've been recognized by the American Helicopter Association with the 2008 Harry T. Jensen award for outstanding contribution to helicopter safety and reliability.

Appareo's innovations have been lauded by industry associations, independent media outlets, university programs and a rapidly growing customer base. Appareo has truly charted new territory in flight safety by bringing innovative products designed for light and legacy aircraft to a market where none have existed in the past.

### **About Dave:**

Throughout Appareo's rapid growth and commercial success as a provider of custom design electronics and software applications, Batcheller worked first as a Program Manager and Director of Quality and Programs before ultimately being elevated to the COO position. He served as the Program Manager for the award-winning ALERTS systems and has administered hardware and software development efforts representing a broad range of technical, regulatory, and logistical challenges. Batcheller is a graduate of the University of Minnesota Twin Cities and resides in Fargo with his wife and daughter.

## **Non-Profit Project Groups**

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### **HERO, Healthcare Equipment Recycling Organization**

Joyce Newton | joyce@fmhero.com | (701) 212-1921

The objective of this project is to help build upon and market a package to duplicate HERO in other communities. HERO has started to assemble the package that includes: policies, procedures, logo and marketing materials. We need help finalizing the package and developing a plan for how to market these branch locations.

### **HeartSprings**

Jan Nelson | jnelson1409@yahoo.com | (701) 261-3142

The objective of this project is to develop a marketing plan and theme for therapeutic farms for veterans. The Leadership group will develop a system of communication that defines the project and its benefits to the general public, donors, veterans, veteran organizations, medical system, and military professionals. Components include:

- Development of brochures that talk about the benefits of a therapeutic farm
- Promotion of how mental health care costs can be decreased by therapeutic farming
- Promotion of biodynamic farming and its benefits to the environment and overall care and respect of the land and a healthy environment for veterans
- Development of PowerPoints about therapeutic farms to show to legislators, veterans, service clubs, general public, donors, and military professionals

### **Great Plains Food Bank - Lutheran Social Services of North Dakota**

Melissa Sobolik | msobolik@lssnd.org | (701) 232-6219

While seniors are a growing segment of our population, they are also one of the hardest to reach. The Great Plains Food Bank knows that we must expand our services in order to reach seniors living in poverty in order to truly reach a hunger-free state. Food Banks across the country are getting creative to set up programs directly targeted to seniors. From concepts like Meals-on-Wheels, to Senior Food Pantries, to home delivered boxes to Brown Bag programs. We invite the Chamber Leadership Group to develop a Senior Hunger Program that can be implemented across ND and Clay County, MN.

### **TNT Kid's Fitness**

Kim Pladson | kim@tntkidsfitness.org | (701) 365-8868

The Leadership Group will work with director level staff (three people) to implement leadership skills as it pertains to working within their own peer group, awareness of their particular program, and how a greater involvement level will help staff realize the impact of their services bring to the community. We are envisioning the Leadership Group as consultants—they will set benchmarks, coach staff, and provide leadership training to help TNT staff accomplish strategic goals and get more involved in the community.

## **Non-Profit Project Groups**

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### **Rape and Abuse Crisis Center of Fargo-Moorhead**

Lynn Speral | lynn@raccfm.com | (701) 293-7273

Although men are certainly affected by domestic violence and/or sexual assault, it is a statistical fact that men are more likely to perpetrate violence on women. It is true that all men, though many not personally victimized, are affected as they have mothers, sisters, wives, daughters, and friends who are potential victims. The Rape and Abuse Crisis Center believes that it is necessary and important to involve men who share a belief that personal violence of any kind is not to be condoned and that men can play an active role in the prevention of personal violence. The concept of involving men in taking an active role in the prevention of personal violence was introduced to a group of community members in the fall of 2009. Since that time, the group has expanded and taken the name "Red River Men's Action Network" (RRMAN). The mission of the group is: "A network of men promoting healthy and accountable relationships through communication, awareness, and mutual respect." RRMAN is an all-volunteer independent group of men of varying ages and professions that does not currently receive any outside funding.

RRMAN is requesting assistance with marketing materials in the form of a brochure, stand-up banner, PowerPoint presentation, and other items that may be identified through this project. The expected outcome is to give this organized effort a "face" to the community that will represent the mission of RRMAN. The materials will be used at various venues to not only share this mission but to recruit and welcome additional "good men" to join its efforts.

### **Fargo-Moorhead United Campus Ministry**

Theta Miller | revtheta@fmucm.org | (701) 235-0672

One of the primary goals of the F-M United Campus Ministry (UCM) is to aid in the development of college students to be life-long community members. As such, UCM has a vision to develop a student program to engage and train current college students in community organizing and faith-based community service. This program would be structured to be a series of semester-long courses that would combine both classroom training and hands-on service. Upon graduation from college, students would be trained community leaders and would also be educated on options for service through non-profit and/or religious vocations.

# November Agenda

## The Alumni Center at North Dakota State University

1241 University Dr N, Fargo

- 8 to 8:45 a.m.      **Welcome, Frame the Day, and Re-Cap of October session**
- 8:45 to 9:50 a.m.      **Part 1: Non-profit presentations.** Get ready to hear from some of the non-profits you will be working with this year.
- 9:50 to 10 a.m.      **Break**
- 10 to 11 a.m.      **Keynote Speaker:** *North Dakota State University* President Dean Bresciani  
Listen as President Bresciani talks about how NDSU collaborates with across academic department as well as across local, state, and federal levels. In addition, since President Bresciani is still fairly new to his position at NDSU, he will discuss some of the first things he did in regards to leadership when he arrived at NDSU.
- 11 to 11:30 a.m.      **Part 2: Non-profit presentations.** Get ready to hear from some of the non-profits you will be working with this year.
- 11:30 to 12:15      **Lunch**
- 12:30 to 1:30 p.m.      **Hidden Gem:** *Appareo Systems, LLC*  
Hear from Appareo Systems COO, Dave Batcheller, as he talks about the evolution of Appareo's business model, culture, and outlook. Batcheller will touch on when he realized Appareo's business model needed to change considerably to accommodate its growth (and survival). He will discuss Appareo's original vision and will contrast that vision against the company's current direction.
- 1:45 to 3 p.m.      **Leadership Development:** *PACE Palette*  
Facilitated by: April Strand, *Wells Fargo Banker Connection*  
Are you a Red, Yellow, Blue or Green? Have fun at this interactive session and find out which color best represents you personality and leadership style. Remember, understanding your own strengths and weaknesses is key to being able to work well with others.
- 3 to 3:30 p.m.      **Wrap-up and reflection**  
Let's come together as a whole group and reflect of what was covered today. What will you take away? Did anything surprise you? How will you use what you learned today?
- 3:30      **Social at Labby's!** Optional for those that want to attend.

Thank you to our November Session Sponsor.

