

Strategic Insights

A newsletter bridging industry,
alumni and academia at M State

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M State hosts legislators for press conference announcing CDL law change



L to R: M State Vice President-Strategic Engagement Craig Beytien, Senator Jordan Rasmusson, M State President Carrie Brimhall, Representative Heather Keeler, and Moorhead Mayor Shelly Carlson at the July 18 press conference on the Moorhead campus.

M State's Moorhead campus hosted a press conference on July 18 to announce the repeal of a state law that had imposed a 180-hour training requirement on public postsecondary commercial driver's license (CDL) programs. The elimination of the restrictive law will help relieve

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weekslong backlogs at the state's CDL testing sites and pave the way for expanded CDL programming at M State and other Minnesota State system colleges. Rep. Heather Keeler and Sen. Jordan Rasmuson joined representatives from M State and the Minnesota State Transportation Center of Excellence to speak at the press conference, which was covered by several local and statewide media outlets.

Celebrating a legacy, contributing to a cause



The 13th Annual Dan Sperling Golf Tournament took place on June 26 at the Hawley Country Club, marking another successful event in support of the Dan Sperling “Realize Your Dream” Memorial Endowment. This beloved tradition continues to bring the community together to celebrate Sperling's legacy and contribute to a meaningful cause. Proceeds from the tournament go directly to scholarships for deserving students at M State's Moorhead campus, helping them achieve their educational goals and dreams. M State Foundation and Alumni extends heartfelt thanks to all the participants, sponsors and volunteers who made this year's event a resounding success.

New board members join Foundation

M State Foundation and Alumni announces the addition of five new board members for the upcoming term. The 13-member board is made up of volunteers who serve, work or live in the M State campus communities of Detroit Lakes, Moorhead and Wadena.

New board members representing the Moorhead campus are Sandra Buchholz, Sabrina Kemmer and Chloe Wessler; representing the Wadena campus is Medley Shamp, and; representing the Detroit Lakes campus is Melissa Watson. The new members' diverse backgrounds in healthcare and marketing, along with their dedication to the mission of M State, promise to bring fresh perspectives and energy to the foundation.

They join returning board members Josh Astrup and Curt Kasper (representing Moorhead); Bob Beseman, Mike Gedde and Wally Senyk (Wadena); and Jill Brandt, Tony Stensgard and Ashley McNally (Detroit Lakes). Beseman is newly serving as board president, while Gedde is Vice President and Kemmer is Treasurer.

SBDC happenings

- The Small Business Development Center (SBDC) recently finished a cohort of its FastTRAC program in partnership with Cultural Diversity Resources in Moorhead. A fall cohort, currently being planned, will continue to provide support for early phase new American and BIPOC entrepreneurs. Contact the SBDC is you're interested in joining.
- The first of the SBDC's "Women Thrive: Sips, Skills and Solutions" program has been launched, this one in Moorhead. Additional programs are being planned for West Central Minnesota and online. The programs provide networking, coaching and skill building for women entrepreneurs.
- The SBDC supported Detroit Lakes-based Project412 in its Pitch412 business pitch competition, providing a customized training event for participants looking create a lean business plan.
- Regional Director Ian Carlstrom was selected to participate in an AI Certification Train-the-Trainer program, a new initiative of the National Association of SBDCs to integrate AI as a core competency of the SBDC program. In September, Carlstrom will get certified at the national ASBDC conference in Atlanta.
- West Central MN SBDC Consultant Deb McGregor will be conducting a marketing webinar on "Creating Lead Magnets" on Tuesday, Sept. 17. The webinar is part of a Business Builders Webinar series, a monthly training series held in collaboration with North Dakota SBA resource partners.

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M State Foundation and Alumni is a 501c3 nonprofit organization that supports the college's campuses in Detroit Lakes, Moorhead and Wadena. The foundation thanks the above businesses, alumni, employees and friends for their donations of funds or in-kind gifts and services during the last 30 days. Donations to the foundation greatly impact the lives of M State students.

SHARE YOUR PASSION AND GET PAID

Be a Trainer for Workforce Development at M State

CLASS-BASED TRAINING

Provide custom-designed trainings on-site at client facilities, online, or at one of M State's campuses in Detroit Lakes, Fergus Falls, Moorhead and Wadena. Training groups average about 20 people each.

COMPENSATION

Get paid by the hour, including training hours, development hours and one-way travel time when travel and travel expenses are required. Hourly rates vary depending on the training topic.

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Grow and expand your career, maximize your potential and achieve your professional goals. Being a trainer means you have options to pursue coaching and training certifications as well as opportunities to build facilitation, communication and technical skills.

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Work with a broad range of employers and employees in your field of expertise, from all across our west central Minnesota training area.



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