

# Clark County Courier

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## Dakota Style is spitting out sunflower seeds all across the nation

Dakota Style continues to put Clark, South Dakota on the map. A big part of the Dakota Style story is how the company has expanded the sunflower seed and sunflower kernel portion of the business. A new warehouse/office space is now in use at the Clark Industrial Park primarily for the sunflower seed part of the business. "We've got a good product," stated Riley Dandurand, the general manager of Dakota Style of Clark.

Riley's father Kevin Dandurand purchased the business in 1998 and since then it has become a family affair with the addition of Riley in 2009 as general manager and his brothers Eric and Dustin in sales.

The Dandurands are originally from Aberdeen and Riley, having come from Detroit and Toledo with his former job in sales for the 3M company, appreciates being back in South Dakota. "I missed pheasant hunting, having people wave at you on the road, less traffic, among other things a person enjoys living in South Dakota. Clark has been pivotal in our success. Everyone we have worked with here has done nothing but support us and work together with us to help with our expansion at the industrial park. We

will always be based out of Clark," noted Dandurand.

### Jumbo sunflower seeds

"The jumbo sunflower seeds are a big part of our expansion," said Dakota Style general manager Riley Dandurand.

Dandurand continued that the sales of sunflower seeds, in the shell and kernels, have surpassed the chip sales of the company. "Our distribution ratio is currently thirty percent of chips and seventy percent seeds (in the shell and kernels).

It was six years ago, 2006, when Dakota Style 'revved up' the sunflower seed expansion. "That was when my father brought me on board," Dandurand stated.

Dandurand, with a degree in psychology, biology and chemistry from St. Mary's in Minnesota and a masters in business from the University of Toledo, came on board to help his father with finance, production and marketing. Ryan Sheplak of Kansas City, Mo. was brought in to help with sales, having 20 years experience in the food business.

Later in 2009, Riley's younger brother Eric came on board to help with sales based out of Minneapolis. He works with sales in the Minneapolis, Wisconsin and North and

South Dakota areas. "He makes sure after we land an account, that it's firing on all cylinders per se. He makes sure it is tracking like it's supposed to be and that physically everything clicks." With the increase in sales, brother Dustin was also needed. He was formerly with 3M in Buffalo, N.Y. and Boston, Mass. He is now located in Des Moines, Iowa. "He's very strategic with headquarters calls, making sure programs are in place and are successful and working the way they should be, focusing on the mid-west core of the U.S.

### Expansion

"From Canada to Mexico and from Denver to Chicago, that is our primary market area," said Dandurand. Dakota Style has several national leaders in grocery stores and big chain stores as their customers now. Grocery stores are the first market for sunflower seeds with the convenience stores marketed next.

The sunflower seed sales have taken off with a 50% growth this year over the last year. "The jumbo seeds are easy to split and make a good cracking sound when split," notes Riley. "It's a nice big whole

**Dakota Style**  
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Riley Dandurand, general manager of Dakota Style is shown near the sunflower packaging machine. In the background are employees Terri Bremmon and Katie Wangness at the Dakota Style building located at Clark Industrial Park just east of Clark. With 25,000

points of distribution, sales have increased dramatically and the company is expanding, adding second shifts at both the potato chip plant and the sunflower seed packaging plant. The packaging plant opened in February.



## Over 250 4-H Rodeo contestants compete

It was a great weekend weather-wise for outdoor activities and the 2012 Clark County 4-H Rodeo was the place to be on Saturday and Sunday at the Clark County Fairgrounds. "The weather was hot, dry and windy for the rodeo," stated Clark County 4-H Horseman's Club member Kim McGraw.

Ideal conditions made for competitive scoring as 4-Hers used this rodeo as a means to qualify for the State 4-H Rodeo later this month. An unidentified rider competes above in the Senior Saddle Bronc Riding. Over 250 4-H Rodeo contestants competed both days for a spot in the State event.

## Be on the lookout for phone scams!

### ▲ Grandson scam tried in Clark

Sheriff Rob McGraw contacted the Clark County Courier office on Friday about a scam that's been tried on several local residents.

The perpetrator is calling from Canada or Florida and claiming he is a relative such as a grandson or nephew. He says he is in trouble and needs money wired to him right away, usually thousands of dollars.

Surprisingly enough, the caller knows details about the relative and uses them to his advantage. He gives a number of where to wire

the money.

This scam has been used in the last 3-4 weeks, twice last week, in Clark with two being successful for the criminal.

Sheriff McGraw warns residents to be aware of such a phone call scam, and to call back the relative at their known number, or to contact relatives to double check if such a situation could in fact really exist.

**Phone scams**  
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## Clark Teeners to host Region 3B VFW Baseball Tournament

Clark is the host site for the Region 3B Baseball Tournament, which starts Wednesday, August 1 at Dickinson Park. Greg Furness is the chairman of Region 3B VFW. The tournament is a double elimination tournament and the brackets of the tournament appear again on page six.

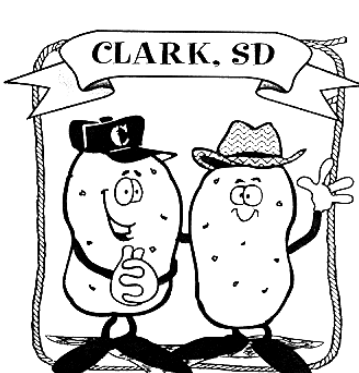
Two teams from this region will qualify for the State Teeners Tournament. Leola-Fredrick and Warner have the best records within the region. Leola-Fredrick opens up against Clear Lake while Warner opens up against Northville. Clark has received a first round bye along with Elkton.

Matt Mohr, coach of the Clark Teeners team, says, "If a team gets

hot they have a good shot." The Teeners have had their ups and downs, but the season has been one long learning process according to Mohr. "If we put together what we have been taught and get hot, we have the ability to qualify and be playing in the State Tournament in a couple weeks".

The weather and conditions should be accommodating for the tournament. The Clark Teeners team plays at 8:00 p.m. Wednesday (today) night. Clark will play the winner of the Warner and Northville game. The tournament concludes on Friday, August 3. Coach Mohr is excited, "Looking forward to three days of baseball."

## Looking forward to a 'Spudtacular' day on Saturday, August 4



Clark's 21st annual Potato Day is this Saturday, August 4 and organizers are putting the finishing touches to the many events of the day. "We are looking forward to another fun filled day of family enter-

tainment," says Clark Chamber of Commerce co-chairman Greg Furness. Please check out the circular inserted with the Potato Day schedule of events and sponsorship.

Mashed Potato Wrestling, a showcase feature of Potato Day, is scheduled for 11:15 a.m. at Dickinson Park, preceded by a kick boxing demonstration at 11:00 a.m.

### Entertainment

This year's Potato Day entertainment will be Lonesome Ron, King of the Valley Yodelers, who will be performing on the Chamber Stage in Dickinson Park at 1:00, 3:00 and 4:00 p.m. Additional entertainment on the Chamber stage at 1:30 p.m. will be the HighPoint Kids perform-

ing songs for all youth who want to get involved. Following at 2:00 p.m., members of the 4-H Performing Arts Troupe will sing and perform. At 3:30 p.m. iPraise, will provide up-beat worship music.

The Trolley-Follies Adult Games are scheduled to begin at 6:00 p.m. between the Time Out and Sportsman's.

### Bargains with A Peel

Is the slogan that covers the many different sales downtown merchants in Clark will be offering, some out on the street and some inside. Stores will be open at 9:00 a.m. and individual retailers will be holding various promotions.

Arts in the Park will showcase

many exhibitors, starting at 9:00 a.m. in Dickinson Park and going on until 4:00 p.m.

### Potato Day Contests

There are several fun and interesting contests for all spud enthusiasts of all ages. The Little Miss and Master Tator Tot contest will take place at 10:45 a.m. on the Chamber Stage at Dickinson Park.

Whip up your favorite potato & chip dip recipe for a chance to win prizes. There are categories for chip dip, potato hotdish, potato salad, potato dessert and potato breads, including lefse. Entries must be fully prepared and presented with a written recipe. Registration will be at 9:00 a.m. at the Double 'S' Presso.

Entry forms may be obtained there as well.

The Potato Decorating Contest has been a very popular event at Potato Day. Talented individuals in youth 12 and under and adult categories can win prizes for their efforts. A people's choice award is given and anyone may cast their vote for their favorite entry at the Clark Flower and Gift Shop on Saturday. Entries must be submitted at the Clark Flower and Gift Shop before 10:00 a.m. on Saturday for your chance to win.

The medallion search will start at 9:00 a.m. on Saturday with the first clue being available at the Double 'S' Presso.

At 12:30 p.m. on the Chamber

Stage, there will be a mashed potato eating contest and sculpting contest followed by a potato peeling contest. There are three age groups

**Potato Day**  
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**Clark Chamber of Commerce  
Potato Day - August 4, 2012**  
Mystery Mr. & Mrs. Potato Head Clue #4  
Everyone could tell  
That it seemed he  
rang her bell.  
And as quiet as we  
thought he was,  
Man, can that guy sell.  
Send answers to: Cassi Bloom,  
604 S. Smith St., Clark, S.D. 57225

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