SDTA Supervisor Seminar 2026

November 16 – 18, 2026
RedRossa Conference Center, Pierre, SD

Monday, November 16

1:00 pm Registration/Check in and Welcome - Kara Semmler, Executive Director, SDTA

1:15 pm **The Commodity Trap: How AI leads to the "regression to the Mean."**

This session flips the conventional automation narrative on its head, exposing the hidden market risks or automated customer fatigue and revealing the strategic boundaries where algorithms end, and your competitive advantage begins.

Kevin Elsing is Chief Strategy Officer, Co-Owner and Co-Founder of ELBO Computing Resources, Inc. With more than 28 years of experience, he helps organizations align technology with business goals through strategic leadership, managed IT and virtual CIO services. Kevin speaks to organizations in South Dakota and across the country on practical AI, cybersecurity, critical thinking, and the role of human connection in technology-driven service.

2:00 - 5:00 pm **The MindSet Leadership Workshop** Brett Hoogeveen – BetterCulture

With almost two decades of experience in training and developing leaders across organizations of all sizes and industries, BetterCulture has arrived at a *proven process for helping businesses dramatically upskill leaders and improve their culture.* Underlying its process are two Core Beliefs about culture that are a pre-requisite understanding:

Core Belief #1: Better culture leads to better business.
Core Belief #2: Culture is built by skilled and intentional leadership.

BetterCulture's Seven Principles of Leadership© will serve as the foundation for the SDTA workshop. They are as follows:

1. Leaders maintain a never-ending focus on mission, culture, and the pursuit of excellence.
2. Leaders create an environment where staff feel proud of their company – and know that their company is proud of them.

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3. Leaders work hard to help staff be successful at work and in life.
4. Leaders protect the right of good staff to work with good staff.
5. Leaders encourage and promote open discussion and analysis as a predicate to decision making.
6. Leaders deal effectively with conflict.
7. Leaders encourage others to enjoy their work.

The workshop will combine practical skill-building, leadership philosophy and high engagement to create a meaningful growth experience for every participant.

5:00 – 7:00 pm - Networking/Social
Hosted Bar and Light Food

Tuesday, November 17

7:30 am BREAKFAST available

8:00 – 9:00 am BREAKFAST Round Table Discussion

9:00 – 12:00 am **The Mindset Leadership Program…. continued**

12:00 - 1:00 pm LUNCH – provided

1:00 – 1:45 pm **AI Liability in Practice: Governance, Controls, and Public-Facing Risk- Topic.**
Heather Schwaiger, Telcom Insurance Group.

Heather will provide practical overview of the liability exposures companies face when using AI across their operations. This session breaks down the governance structures, internal controls, and risk-transfer strategies needed to manage issues like data privacy, model errors, bias, intellectual property conflicts, regulatory compliance, and the unique risks created when AI interacts with customers or the public.

***** 15 minutes break *****

2:00 – 2:45 pm **Managing Risk in the Social Media Age**
Dan Burwitz, Vantage Point

Social media is everywhere, and what your organization posts (or allows to be posted) can have a lasting impact. But are you gaining positive attention, or inviting unnecessary risk? In this session, Vantage Point Solutions (VPS) explores best practices for managing organizational social media platforms. We'll cover how to establish clear guidelines for appropriate content, secure accounts using proper security settings, and set practical expectations for employee behavior. Helping your organization stay visible for the right reasons.

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2:45 – 3:30 pm **What you need to know about ITAD – SEAM Enterprise Asset Management, Inc. (SEAM)**

Retiring technology involves more than getting rid of equipment. Clint Parsons of SEAM will cover the data security, compliance and safety risks that come with retired IT assets, including secure data destruction and chain of custody, lithium battery handling and fire risks, regulatory requirements, and opportunities to recover value through reuse and resale before responsible recycling.

***** 15 minutes break *****

3:45 – 4:45 pm **South Dakota 911 – Update from Jason Husby**

Wednesday, November 18

7:30 am BREAKFAST - provided

8:00 am **Leadership Lessons from Hollywood** - Andy Masters

Award-winning author and Leadership expert Andy Masters creatively uses the magical imagery of Hollywood to help busy leaders RECRUIT, DEVELOP, and EMPOWER their organizations in a POSITIVE work culture—while reducing turnover and defeating the staffing crisis. This unique program also cites the latest research from Harvard Business Review, Deloitte, and Glassdoor. Powerful leadership principles are based on Andy's latest book "Things LEADERS Say: A Daily Guide to Help Every Leader Empower & Inspire." Andy's program provides attendees with not only an interactive multi-media experience, but also with immediate "take-home" action items to embrace today's workforce revolution.

9:30 am **SDTA at the FCC/PUC** – Kara Semmler will share how and why SDTA is engaged in various FCC and PUC dockets + discussion regarding how each docket could impact SDTA companies.

10:00 – 11:30 am **STATE AGENCY ENGAGEMENT** - Speakers from various state agencies will join to share their agency's priorities and goals. Speaker lineup TBA….

Thank you for attending. Safe travels home!

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