

Agenda



- 4:00 pm Meet at Reptile Gardens
(8955 S. Highway 16, Rapid City, SD)
- 4:15 pm Introductions and Legacy Tour
- 5:30 pm Social & Cash Bar
at Alex Johnson Hotel Ball Room
(523 6th St., Rapid City, SD)
- 6:00 pm Presentation by Brockelsby Family
- 6:15 pm Dinner
- 6:45 pm Introduction of Past Tom Didier
Award Recipients
- 7:00 pm Presentation of 2011
Tom Didier Excellence
In Family Business Award
- 7:15 pm Dessert

CORPORATE SPONSORS



The University of South Dakota.



Here for you.™

PROGRAM SPONSORS



The University of South Dakota
Prairie Family Business Association
4801 N. Career Ave., Suite 140
Sioux Falls, SD 57107
www.fambus.org



Tom Didier Excellence in Family Business Award & Legacy Tour

September 26, 2011
Rapid City, South Dakota

REPTILE GARDENS



NON PROFIT ORG
U.S. Postage
PAID
Sioux Falls, SD
Permit #7400

Legacy Tour

Celebrating 75 years in business and still under ownership of the same family, the Black Hills' Reptile Gardens® has steadily grown to one of the leading tourist attractions in the Midwest. Join us as we tour a business that has survived fires, floods and tough economic times. Today, Reptile Gardens hosts more species of reptiles than any other park or zoo in the world.

What are "Legacies"? Legacies are the stories behind the families and businesses that are built to last. From lucky breaks to costly mistakes; precise planning to "flying by the seat of the pants" ~ these stories are sure to inspire. As you create your own legacy, gain wisdom from those who have walked the long and winding road of family enterprise.

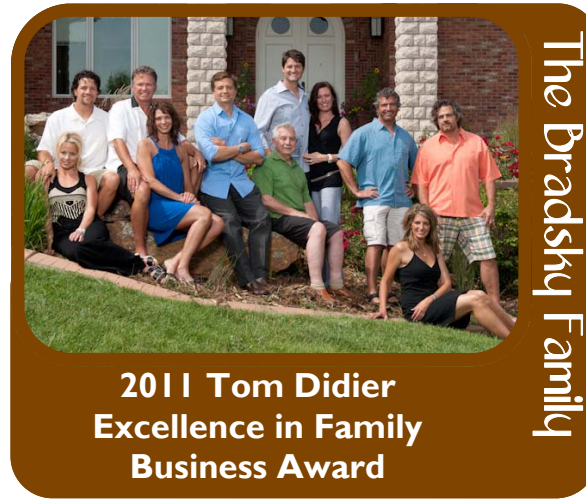


Reptile Gardens

Reptile Gardens, is led by second generation Brockelsby siblings "Johnny B", Jeff, Judee and Janet, and their cousin Joe Maierhauser. Their father Earl, discovered people's innate interest in snakes early in his life and kept snakes as pets. He entertained neighbors and friends with his courage to handle the creatures. Deciding it was possible to build a profitable business based on people's fascination with reptiles, Earl borrowed \$600 from a local bank and the rest is history.

Location was carefully chosen, because in those days, cars would overheat as they reached the top of a long hill. The idea was to have them stop in Reptile Gardens' parking lot to cool their radiators and maybe stay to see the Gardens. The relocation of Highway 16 forced the Brockelsby's to move to its present location six miles south of Rapid City.

Award



The Bradsky Family

2011 Tom Didier
Excellence in Family
Business Award

Within the Bradsky family, the entrepreneurial spirit runs deep. Like Tom Didier, and his father Charles Sr. and brother Charles, Jr., Walt Bradsky has developed a passion for the Black Hills and has passed that passion to innovate, take risks, and treat other people 'as they would like to be treated' on to his children and grandchildren and extended family. Members of the Bradsky family purchased the Alex Johnson Hotel from the Didier family in 2008. The family has developed many businesses over the years, including car dealerships, service stations, a dairy, ranching, casinos, hotels and restaurants, and of course, ISIS Hospitality...to name a few!



A rich history of challenges and success, the entrepreneur spirit dates back to 1910 when Karel Bratershovsky (named changed to Charles Bradsky) immigrated to America from Czechoslovakia. Three generations later, the Bradsky's not only strive to grow their businesses, they are continually looking for ways to make the Black Hills a better place to live. Today, Walt's seven children and extended family members work together at various projects to keep the Bradsky dream alive!



Registration

Please Register by September 12, 2011—Registration Required

Business Name _____

Attendee 1 _____

Attendee 2 _____

Attendee 3 (Additional Attendees, please list on a separate piece of paper) _____

Address _____

City _____

State _____

Zip _____

Phone _____

Ticket price: \$43 Member; \$52 Non-Member

Card #: _____

Expiration Date: _____

Name on card: _____

Signature: _____

Payment types: Check or Credit Card
By Phone, Mail or Registering on line
at www.fambus.org

Mailing Address:
Prairie Family Business Association
University Center 4801 N. Career Ave., Suite 140
Sioux Falls, SD 57107

Questions? Call 605-782-3225