

## **Laurie Johnson**

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### **Industry Experience:**

#### **Johnson Cattle-Co-Owner/Operator**

September 2010-Present

- Operate the day-to-day tasks for the cow/calf and lamb to finish operation.
- Budget and balance the operating costs of each of the enterprises.
- Create and implement a ration for each of the enterprises.
- Execute health care plan.
- Select marketing strategies for each of the enterprises.

#### **Lake Area Technical Institute-Agriculture Instructor**

August 2011-Present

- Create and present curriculum online and on-campus specializing in Ranch Management and Ag Business.
- Counsel students to find careers/internships and work through personal issues.
- Advise students on organizing their schedules and classes as well as direct on career goals.
- Organize and execute the sheep show at the Watertown Winter Farm Show with students.
- Expand opportunities for student internships with my new relationships.

#### **RDO Equipment Co.-Account Manager**

May 2010- May 2011

- Manage customer accounts within the Aberdeen area.
- Meet and establish relationship with 75 producers in the area.
- Create and present 20 deals and closed on 10 of the deals
- Help producers manage risk and expand their operations with new and used equipment.

#### **Pfizer Animal Health Internship**

June 2009-August 2009

- Built relationships with 285 producers and 17 vet clinics over the summer.
- Explained advantages of company products and built brand loyalty.
- Created a SWOT analysis and presented to company leadership.

### **Technical Skills:**

Microsoft Office: Word, Excel, PowerPoint, Publisher, Outlook

Panopto Recorder, SoftChalk

GoTo Meeting, Skype, FaceTime

Social Media: Facebook, Twitter, Instagram

### **Education:**

#### **South Dakota State University**

Graduation: August 2013

Master's Degree in Education

Specialization in Curriculum and Instruction

Bachelor of Science Degree in Agriculture Graduation: May 2010

Major: Agriculture Education

Minor: Speech Communication

## **Community and Professional Activities:**

- South Dakota Cattlemen's Auxiliary member and past president (2012-Present)
- Codington County 4-H Livestock Committee member and volunteer (2013-Present)
- South Dakota Cattlemen's Association member and past Young Producers President (2010-Present)
- South Dakota Farm Bureau member (2011-Present)
- National Cattlemen's Beef Association member (2011-Present)
- South Dakota Beef Industry Council member and current Treasurer (2013-Present)
- King Ranch Institute of Ranch Management Excellence in Ag Leadership class member (2016-2018)
- Class VIII Graduate South Dakota Agriculture & Rural Leadership (2014-2016)
- Howard Wyman Sheep Leadership School (2015)
- BeefSD Class I member (2010-2013)
- 1st Vice President of Sigma Alpha Sorority (2008)
- South Dakota State FFA Vice President (2006-2007)