

News & Updates From Your Partners At CVN.



**BIG SCREEN DREAM**  
MY TOWN PREMIERES AT TCFF TO RAVE REVIEWS.



**SEE FOR YOURSELF**  
MY TOWN IS NOW STREAMING ON YOUR FAVORITE PLATFORMS.



**DAKOTA BOUND**  
SMACK PET FOODS IS MAKING A MOVE TO ABERDEEN, SD.

# CVN NEWS



## MUST-SEE CVN

With a high-energy format, interactive Q&A, and thought-provoking videos, our September event at Brackett's Crossing Country Club was a must-see. From established rural brands like Cobblestone Hotels to the Rural Grocery Initiative (and everything in between), CVN welcomed a whopping 16 presenting companies to the stage.

Here are a few highlights:

### LEI PACKAGING

COO Matt Lasiuta shared the manufacturing company's aggressive growth plan around its cost effective and environmentally friendly packaging made from 100% recycled paper. While LEI Packaging has always manufactured high-quality egg cartons, the company is adding partners, clients and products, and – at CVN – unveiled its aggressive growth plan that includes a 35K sq ft expansion in Phase 1 and an even larger expansion for Phase 2.

### SCHULT HOMES

With a goal of providing attainable single-family housing on a large scale, Brand Experience Manager Cory Cellmer showed pictures of the high-quality product the company manufactures at its production facility in Redwood Falls, MN. Schult Homes is owned by Clayton Homes, a Division of Berkshire Hathaway, and maintains 40 manufacturing facilities throughout the US.

### SPROUT KIDS ACADEMY

A boutique child care center headquartered in Iowa, Owner & Founder Becky Shive shared details on how her company's business model allows Sprout Kids Academy the flexibility to expand into any community.

### CVN: 2025 SCHEDULE

JAN	MAY	SEPT
10	9	12
2025	2025	2025

## “MY TOWN” ON THE BIG SCREEN



On October 19th and 24th, “My Town” made its world premiere on the big screen at the Twin Cities Film Festival in St. Louis Park, Minnesota.

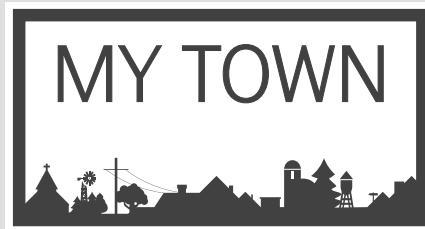
There was a red carpet with interviews and photos, a discussion on the opportunities in our rural communities, and a Q&A with Director Cory Hepola.

This was a major celebration, with community members from all seven regions in attendance to cheer on their towns.

### HOW TO WATCH “MY TOWN” ONLINE

Stream for FREE on YouTube and Facebook at “My Town Series”

Make sure to Subscribe and Like on YouTube, Facebook, Instagram, and LinkedIn at “My Town Series”



S1, E1: Perham, Minnesota	October 27	7:07pm
S1, E2: Iowa Lakes Corridor, Iowa	November 3	7:07pm
S1, E3: Willmar, Minnesota	November 10	7:07pm
S1, E4: Beaver Dam, Wisconsin	November 17	7:07pm
S1, E5: Farmington, Minnesota	November 24	7:07pm
S1, E6: Rugby, North Dakota	December 1	7:07pm
S1, E7: Chisholm, Minnesota	December 8	7:07pm



## SMACK PET FOOD PICKS SOUTH DAKOTA

After presenting at CVN in May, Smack Pet Food has found its first US home in Aberdeen, South Dakota.

“Thank you to all of the rural communities at CVN for their interest in our growing company. I really enjoyed this process and learning more about each one of your regions. There were multiple CVN sites we would’ve loved to call home, but South Dakota was the perfect fit for us today,” said Jonathon Giller, President and CEO of Smack Pet Food.

To meet the growing demand across the US, Europe, and Asian markets, Smack Pet Food will expand its operations in Aberdeen, South Dakota. It will invest over \$2 million to renovate a building into an FDA-certified food manufacturing facility. In total, the company will invest over \$6 million in real estate and capital equipment in the coming year with plans to add over 100 positions in the next 5 years.

Founded in 2007, Smack Pet Food is a popular family-owned and operated raw dehydrated superfood maker from Winnipeg, Canada.

## HOW CAN WE HELP?

- Have an idea for CVN?
- Or do you need help with a particular project, building, or marketing?
- Justin and Cory are always here for you, so please reach out at anytime.



WE BELIEVE IN RURAL AMERICA

[www.brookshireco.com/cvn](http://www.brookshireco.com/cvn)