

HIGH PLAINS

ENDOWMENT

Optimism is a characteristic John and Brenda Swenseth share. Despite the challenges of flooding farmland or falling commodity prices, they always maintain a positive outlook.

Undaunted by the uncertainties of their industry, John and Brenda made the courageous decision to take their independent Case IH dealership to a new level. In January 2012, they opened the doors to a new

45,000-square-foot building sited on 22 acres along US Highway 2, two miles east of Devils Lake. The modern facility replaced the dealership's old 12,000-square-foot building providing much needed space to work on large equipment in a climate-controlled environment.

The opening of the beautiful new facility seemed an appropriate time to re-brand the business which had been known as "Twete, Inc." The new name—High Plains Equipment—and its attractive logo were quickly embraced by the agriculture community.

Incorporated into the new facility is a large meeting space, a conference area (both equipped with powerful IT resources), and a fully equipped kitchen. John and Brenda considered these features critically important because of the fast pace of change in the ag industry. Providing well equipped spaces for

educational programming was core to their business plan.

John began his career in the farm equipment business in 1975 with Twete, Inc. in

McVille ND. In 1982 the Devils Lake location opened. John and Brenda purchased the business in 2006. Several of their employees are Lake Region State College alumni. They also provide internships for



ag students in the Precision Ag Program.

John and Brenda have three children. Daughter Kelly and husband Scott Sandy reside in Devils Lake and own Swenseth Law Office. Their son Justin and wife Kathy (Leiphon) live in Woodbury MN. Justin works as a Control Systems Engineer for BW Systems, and Kathy works at the CHS corporate office. Brian is the manager of High Plains Equipment in Harvey ND. He resides in Devils Lake with wife Megan (Kraft) and their son Forrest. Megan is employed at the Human Service Center.

Investing in education by creating an endowment through the Community College Foundation seemed a logical extension to their commitment to learning. The High Plains Endowment will be used to encourage and support exceptional agricultural learning opportunities at Lake Region State College. •