



Sal Roseland (dark shirt) stands in the newly built lodge of R&R Pheasant Hunting with his first hunters of the year. Bob Moulson, Mike Schroder, Mike Steinmetz and Ken Fuchs all mutual friends hailing from Twin Falls Idaho, came to R&R by word of mouth and website recommendation. "It was well worth the drive," said Moulson. "It was the best pheasant habitat I've seen," said Fuchs. "Very excellent hunting," said Steinmetz. "The dogs were great, and he has a really nice bird cleaning facility," said Schroder.

Governor's hunt coming in October

R&R Pheasant Hunting Inc. is already a success

by Garrick Moritz

The construction crew is doing the finishing work in the new, 16 bed lodge of R&R Pheasant Hunting. The 5,400 square foot building will become the base of operations for the business venture of Sal Roseland. An open house is planned this Sunday, Sept. 25 from 2-5 p.m.

A wide grin appears on Sal's face as he moves through the building . . . dining area, kitchen, living room with a big screen TV and fireplace, guides' quarters and office, and the eight double lodge rooms each with shower, phone, including a room designed for handicapped hunters. All the rooms have wood paneling, plush carpet and comfortable furniture . . . it looks more like a hotel than a hunting lodge. Sal comments that they even plan to arrange wireless internet so that hunters can stay connected with their businesses and families.

"We're planning to make it four star quality," said Sal.

Sal has been a lifetime lover of the outdoors. Hunting, training and working with hunting dogs has been a pleasure for him since childhood.

"I think I'm a lucky guy. I'm lucky because I get to hunt

everyday," he said. "I take my work seriously of course, but I enjoy it. I suppose it makes sense why I decided to do it as a business, because I don't really want to do anything else."

Sal is a rural Seneca native and graduated from Faulkton High School in 1998. He went on to Northern State University in Aberdeen, majoring in business.

In college he played football, starting on the team for three years. He said that his coach, Ken Heupel, along with his son Josh Heupel, were the two most influential mentors and friends that he had during his time at NSU.

"What I learned about hard work and determination was learned on the football field and has helped me with this business," Sal said.

Though the idea had been taking shape in his mind for years, college brought it to fruition. In a business class he was to design a marketing plan for a fictional new business. Sal designed R&R Pheasant Hunting.

"So after college, setting up the real thing was pretty easy, I already had the stationary and business cards made up, and a marketing plan to go with it.

Sal opened R&R Pheasant

Hunting for the 2004 hunting season. He made it a point to cater to every kind of hunter whether the interest is pheasant, doves, grouse, ducks, geese, partridges, coyotes, and fox. Right away he snared success.

Currently, Sal's preserve is affiliated with Pheasants Forever and Ducks Unlimited. He's also in business partnership with Horst Animal Enclosers, who provide the kennels used and Hunters Point Kennel, who provide professionally trained hunting dogs. He is a dealer for Diamond Deluxe Dog Box and Dog Trailers. R & R Pheasant Hunting is listed by Cabela's as a Cabela's certified hunting destination. Aside from all of that, Sal had a very special visitor in last year, a visitor who plans on returning again this year with more friends.

Governor endorsed!

"I remember we hunted on a really wet day," said South Dakota Governor Mike Rounds. "But despite that we had a really excellent hunt. Good clean shots, that Sal led us right to."

Gov. Rounds said that he feels it's no secret why Sal has had so much success.

"He's a mover," said Gov. Rounds. "He figured out that there is real opportunity in the hospitality business. It's simple. It's not just the hunt, it's what happens between the hunts. People make memories, people make friends, and Sal is personally devoted to making sure that his hunters have whatever they

could want, and that they get it. He's the youngest preserve operator in the state, he's an aggressive businessman who makes great business decisions, but it's his devotion to hospitality that makes him stand out. That kind of personal service will keep groups coming back again and again. Sal is setting an example as an entrepreneur for others all across the state."

The governor mentioned that when visiting the Roseland hunting preserve last year he learned about Faulk County's need for a hospital expansion. "I remember that we had a very nice home cooked meal at their home, and I sat down with Sal and his father Steve and his mom Deb," said Governor Rounds. "It came up in conversation and I took an interest in getting the ball rolling on it. And that's something that happens on pheasant hunts, you meet people, make connections, and things happen as a consequence. That's another thing that makes Sal's work important."

The hospital applied for, and received a \$700,000 CDBG grant from the governor's office.

Gov. Rounds said that he was looking forward to the upcoming South Dakota Governor's Hunt on Oct. 21-22, which will be hosted at Sal Roseland's R&R Pheasant Hunting.

"It's a big event where we bring both out-of-state visitors and investors with South Dakota ambassadors, creating positive economic development for South Dakota, as well as usually lifetime friendships," said Gov. Rounds. "The Governor's Hunt is a South Dakota tradition that I hope continues for a long, long time, and it's a wonderful opportunity for Sal to host it. He's going to be able to showcase some great pheasant hunting, and I'm looking forward to it."

Sal, for his part is happy he can do something for the community that nurtured him.

"I want to do my best to give something back," said Sal. "This will provide jobs for the community, and not just because I'll need employees in the lodge."

Sal plans to send his hunters to Faulkton for ammunition and licenses. The food in his kitchen will come from the local grocery store and local producers. He even plans to have regularly scheduled meals catered by local restaurants.

Sal said that he's grateful for the support he's gotten from his parents Steve and Deb Roseland and from Jill Faulstich, his wife to be as of New Year's Eve 2005.

The hunting began at R&R Pheasant Hunting on Sept. 1, for preserve land and the lodge will be open until March 31. For more information see <http://r-rpheasant-hunting.com/index.html>.