



MICHELLE LOUNSBERY

Senior Counsel
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Michelle Lounsbury is Senior Counsel at Goosmann Law Firm, where she focuses her practice on business and transaction matters, trusts and estates, and business continuity planning. A former business owner herself, Michelle brings a firsthand understanding of the legal, operational, and personal challenges business owners face. Over the past decade, Michelle owned and operated multiple retail businesses employing more than 60 people, managing all aspects of operations including entity formation, contracts, employment matters, compliance, and long-term planning. She has also served as in-house counsel and legal advisor to executives and leadership teams, advising on contract negotiation, risk management, and corporate strategy. Michelle's practice is informed by a deeply practical perspective shaped by real-world experience. She works closely with business owners to implement thoughtful planning strategies that protect their companies, employees, and families, and to ensure continuity when the unexpected occurs. Her background in academia further enhances her ability to translate complex legal issues into clear, actionable guidance for clients.

Education:

University of South Dakota School of Law, Vermillion, SD

- Juris Doctor, 2004

University of South Dakota, Vermillion, SD

- Master of Business Administration, 2003

University of South Dakota, Vermillion, SD

- Bachelor of Science Degree in Criminal Justice, 2000
- Minor in Business Administration, 2000

Bar Admissions:

- State: South Dakota

Professional Licenses:

South Dakota State Insurance Commission

- Property/Casualty/Life/Health License

Insurance Designations

- CRIS - Construction Risk Insurance Specialist
- Certified Insurance Counselor Designation CIC – In progress
- National Association of Surety Bond Producers – Bond level 1 Certificate

Experience:

Goosmann Law Firm, Omaha, NE

Senior Counsel, Jan. 2026 – Current

- Advises business owners and leadership teams on business formation, transactions, contracts, succession planning, and risk management, drawing on extensive experience as both outside and in-house counsel.
- Represents clients in trusts and estates matters, including estate planning and business continuity planning, with a focus on protecting families, employees, and long-term operations.
- Serves as a strategic advisor to closely held and family-owned businesses, helping clients proactively address legal issues that impact growth, governance, and legacy planning.

Michelle Lounsbury Attorney at Law, Prof. LLC, Sioux Falls, SD

Court Appointed Attorney - Minnehaha County, Jan. 2025 – Jan. 2026

- Abuse & Neglect Cases
- Juvenile Cases
- Criminal Law

Private Practice Attorney, May 2007 – Jan. 2026

- Specializing in employment law, construction law, construction contracts, and business law

Lam Enterprises, LLC/FTBWSF/Lam Spa (8 Locations)

CEO/Owner - Managing Member, May 2025 – Oct. 2025

- In charge of all aspects of owning and operating retail stores
- Legal matters – business entity formation, lease agreements/termination agreements, employment law

Howalt+McDowell Insurance, a Marsh & McLennan Agency LLC Company (MMA), Sioux Falls, SD

Legal Counsel/Large Construction Sales, May 2015 – Jun. 2016

- Contract review and negotiation, subcontracts, lease agreements and various other legal consultations with senior leaders and outside clients
- Served as counsel to the Property/Casualty and Wellness/Benefits Divisions of MMA
- Corporate compliance - served as liaison between MMA Corporate and Howalt on compliance/regulatory issues
- Educated employees on compliance policies
- Co-Lead the United Way Campaign - 3 years and Culture Club Member - Wellness Member - 2 years
- Property and casualty insurance sales – licensed to sell insurance in South Dakota
- Howalt University webinars presented: Indemnification, Bonds, Insurance, Contracts, and Risk Management

Associated General Contractors of South Dakota – Building Chapter, Sioux Falls, SD

Executive Director, Jan. 2012 – May 2013

- Provided leadership and administration to the Board of Directors (14) and Associate Board of Directors (7)
- Budgeted and managed all financial activities

- Provided leadership in fund raising activities and events
- Legal evaluation and recommendations
- Evaluated and recommended services and products to AGC members

Southeast Technical Institute Foundation (STI), Sioux Falls, SD

Executive Director/Institutional Advancement Officer, Feb. 2011 – Dec. 2011

- Provided leadership for the STI Foundation, STI Foundation Board, and coordination between the Foundation, the community, and all departments of STI
- Recommended to the President and the Foundation Board of Directors, courses of action which strategically link the needs of STI with available external resources
- Ensured compliance with federal, state, and local laws; and the STI Foundation policies and practices
- Responsible for budgeting and overall management of the STI foundation, the development efforts, and stewardship of external resources
- Developed and managed STI Foundation events and social activities
- Organized Alumni Association Committee and coordinated two additional STI Foundation Board Committees
- Academic Quality Improvement Program (AQIP) strategy forum team member 2011

Bellevue University, Bellevue, NE

Program Director/Assistant Professor of Legal Studies and Business, Nov. 2005 – Feb. 2022

- Responsible for educating online and in-class accelerated students on the following topics: Finance, Research, Accounting, Economics, Legal Environment of Business, Communications, Information Technology, Contracts, Torts, Civil Procedure, Research, and Legal Writing
- Responsible for educating online and in-class accelerated students on the following Legal Studies topics: Legal Research, Legal Writing, Criminal Law, U.S. Courts, Torts, Contracts, Civil Procedure, Ethics, and Constitutional Law
- Developed curriculum for Legal Studies Program and Accelerated Business Program at Bellevue University
- Responsible for all Bellevue University satellite office adjunct instructors
- Redesigned online Legal Studies curriculum to include Softchalk and Camtasia interactive tools
- Responsible for designing an assessment schedule and philosophy within the College of Professional studies
- AQIP strategy forum team member for 2010

Harbor Group/Interstates Companies, Sioux Center, IA

In-House Counsel and Contracts Manager, May 2004 – May 2007

Legal Intern Dec. 2003 – May 2004

- Redesigned the contract administration process for all Harbor Group operating companies: Interstates Construction, Interstates Engineering, Interstates Control Systems, and Harbor Consulting Group
- Created standard contracts for all operating companies
- Responsible for insurance and bonding compliance
- Served as a liaison to outside counsel
- Assisted Human Resources with all legal employment documents and employment issues
- Assisted CFO with corporate minutes and other corporate documents
- Drafted and implemented Stockholder Agreements for all Stockholders
- Conducted legal research and drafted memoranda to all senior leaders on a variety of legal issues

Presentations:

- YWCA – Women’s Leadership Guest Speaker – Negotiation - 2012
- 2013 NAWIC - Negotiation
- 2014 Howalt University - Contracts, Indemnification, Bonds
- 2015 Howalt University - Contracts, Indemnification, Risk Management
- 2016 - AGC - When Crap Rolls Up Hill - Risk management/Insurance Certificates
- 2016 - CFMA - Insurance Certificate Management

Community Involvement:

- YWCA Mentor for Protégé Program – 2013 to 2018
- NAWIC Member– 2012 to 2016
- Associated General Contractors Member – 2013 to 2018
- Dress for Success Board Member – 2013 - 2015
- CFMA Member- 2013 - 2017
- Southeast Technical Institute Advisory Board Member – 2012 to 2018
- SCORE Volunteer – 2013- 2015
- Bethany Christian Services Board Member 2017 to 2021
- Bethany Christian Services Board Chair 2018 to 2019
- Softball Coach – 4th Grade – Summer 2019
- Basketball Coach – 3rd Grade – Fall 2019
- Softball and Big Sioux Volleyball Coach 2020-2025