

progress

MAGAZINE

2021 | MAY - JUNE

aberdeen-chamber.com

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Celebrating **90** Years!



Plains
Commerce
Bank

aberdeen
CHANGING THE GAME

The Official Magazine of the Aberdeen Area Chamber of Commerce

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- 1931** Bank of Hoven Founded
- 1986** National Credit Card Program Started
- 2001** Purchased The People's Bank of Aberdeen & Conde
- 2001** Name Changed to Plains Commerce Bank
- 2002** Watertown Location Acquired
- 2003** Second Watertown Location Added
- 2006** Sixth Location Opened, Sioux Falls
- 2008** Purchased Journey Mortgage
- 2012** Second Sioux Falls Location Added; Loan Production Offices Opened in Mitchell & Bismarck
- 2014** Bismarck Converted to Full Service Bank
- 2015** Mitchell Converted to Full Service Bank
- 2020** Opened Third Sioux Falls Location



The story of Plains Commerce Bank began in 1931 in Hoven, South Dakota. It was there the Bank of Hoven opened its doors on the South Dakota prairie. Over the past 90 years there have been expansions, acquisitions, and market development to create the Plains Commerce Bank of today. Below is dialogue from a recent interview with Brent Heinert, President of Plains Commerce Bank.

Progress Magazine: Your new tag line is Rooted in Relationships. Explain how that came about and what it means as you do business every day.

Brent Heinert: For the past 90 years, we've had the joy of watching our communities, neighboring businesses and customers grow. Our commitment to quality service and excellence has remained true over the years and continues to do so today. What started as a single Plains Commerce Bank location in Hoven, SD, has evolved into 10 branches serving the communities of Aberdeen, Bismarck, Conde, Hoven, Mitchell, Sioux Falls, and Watertown. The relationships we've built in these communities are at the heart of what we do. We firmly believe that good things grow out of real relationships.

PM: Can you share a success story or two about what that looks like/the tag line in action?

BH: Our roots run deep in the heart of the Dakotas, and we're Dakotans through and through. Since our founding, we've worked to deepen our roots in the communities we serve. This place is home to us.

Our customers are more than just customers. They're neighbors and friends, building their lives alongside one another and us. Whether at the bank or grocery store, we pride ourselves on forming real relationships with our fellow community members. Our bankers will get to know you personally so they can help you make the best decisions for your financial goals.

As a community bank, we know how local commerce affects everyone in the community. And we want to see our friends and communities thrive. Because when one person succeeds, our community succeeds. And we're here to help make that happen.

PM: What does the future look like for PCB?

BH: Plains Commerce Bank has always been and continues to be an organization that's truly invested in the communities we serve and the people that reside in those communities. Giving back to these communities benefits our customers, the businesses that operate within our communities, and our employees and their families. And it goes well beyond what Plains Commerce Bank contributes as an organization. Our employees (over 500 bank-wide!), whether working locally or remotely, contribute their time and money to numerous philanthropic causes. We have always embodied this mentality and look forward to doing the same in the future, which our continued strong growth and earnings will lead us to. Regarding brick & mortar, we opened our third Sioux Falls location last year and have purchased lots in two of our markets for future branch construction.



Let's Roll Out the Red Carpet Aberdeen!



Gail Ochs
President, IOM,
Aberdeen Area
Chamber of
Commerce

In a recent discussion with the 2021 Leadership Aberdeen class, the topic of whether or not Aberdeen was a welcoming committee to newcomers was discussed. The reaction from many who have lived here for most of their lives was yes, of course we are, but unfortunately for most newcomers that was not the reaction. It brought about good discussion on the role each of us can play, personally and professionally, in welcoming new residents into our community.

I remembered something a friend said to me once after moving to Aberdeen. He said, "Aberdeen is very welcoming, but not inviting," meaning that people were happy to meet him and his family, but wouldn't necessarily take that next step to develop friendships or invite them to take part. It's a great reminder to those of us who have been here awhile and who are comfortable in our current routine and circle of friends and family, to make that extra effort. And, even though COVID definitely made it harder this past year, let's not use that as a reason to not do better welcoming and engaging newcomers moving forward.

Why are newcomers to our community important?

- To generate more trade and commerce in our community
- To help keep our school and health care facilities open and viable
- To create businesses and help generate wealth in the community
- To fill jobs
- To pay taxes
- To keep our community progressive and vibrant with new ideas, new skills, and new energy
- To increase the pool of community volunteers
- To provide new leadership for community boards and elected positions
- As consumers, they help to sustain the viability of our community

As employers, here are some ideas on what you can do to welcome your new employees:

- Call the Chamber for FREE relocation packets to provide to your new employees with information about the community and listing of people and resources in the community that can help them with personal and professional services
- Make a concerted effort to get staff members and their families involved in community functions. If you provide us with their name and email, we will make sure they receive our Chamber Announcements and are happy to visit with them one on one to see if there is a Chamber committee or other community organization they might be a good match with
- Talk to us about EDGE events that we hope to re-

start this year that are geared towards 21-40 year old newcomers to make social connections

- Match up your new employee with another staff member (similar interests, age, size of family, etc.) to act as a mentor or 'go to person' for any questions about our community, and help integrate the newcomer into the social life of the community
- Listen to the newcomers, as they will express what they need or expect when given the opportunity to share their thoughts or concerns

As a neighbor, what can you do?

- Be assertive and take the first step to welcome newcomers and offer assistance (Don't wait for them to approach you)
- Bring a small gift of homemade food to the home of a newcomer, introduce yourself and offer to help if and when the newcomer or family has any questions about the community
- Ask questions and listen, then act upon the new information you have gathered
- Be open minded about other cultures, new ideas, new approaches and new ways of doing things. We need an all-inclusive community for everyone to live, play and work.
- Invite them to your home for a meal or maybe even a kids play-date or invite them to go along with you to an activity or event
- Organize a block party and invite your whole neighborhood
- Set up a neighborhood Facebook group

If you are a newcomer, here are some ways you can get connected in our community:

- Call us at (60) 225-2860 or stop by our office at 516 S Main Street for relocation information or to ask questions about the community. We would love to meet you!
- Learn about and participate in popular community events; join community groups; take part in some sport or popular recreation activity
- Observe and find out about some of the local community groups and projects...volunteer with one of our many great organizations found at www.chamberforgood/aberdeem to help with a community event or project
- Ask questions and listen...be willing to put yourself out there!

These are just a few ideas, and we are happy to help in any way that we can. If you are in contact with newcomers through your career or through family and friends, give us a call at (605) 225-2860 and we can reach out to them with community information or you can stop by our office at 516 S Main Street to pick up information and deliver to them yourself!



Chamber Leadership

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Todd Forkel, Treasurer	Avera St. Luke's
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Julia Coon	Outreach & Events

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Shelley Westra-Heier, Ex-Officio	Aberdeen Downtown Assoc.



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COVER: Plains Commerce Bank

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contact Jason Pelz at 605.225.5287 or
1.800.456.2431

The Chamber is Off to a Great Start



It is great to be back doing Chamber business. As we do, I want to remind all that your Chamber membership extends to you and your employees and we welcome your involvement! Whether you take advantage

of our advertising opportunities, take part in one of our seminars, sponsor an event, serve on a committee, or attend one of our networking events, your engagement will help you develop your business network through invaluable connections.

We all celebrated the first Business After Hours (BAH) held April 8th at the Dakota Events Center. I wish to thank the Lamont Companies and their team for hosting the first BAH and helping to get us back to regular Chamber business. It was also a great opportunity to present the 2019 Enlisted Soldier of the Year award to Specialist Braxton Farmer. I thank you for your service, and congratulations.

The 2021 Leadership Aberdeen class of 32 participants is busy planning their project as well as expanding their understanding of our community and how it works. They are learning from leaders in business and industry and exploring the workings of local government. Each of them will be a value-added member of their businesses and our entire community. I hope we will see many of these same faces volunteering for Chamber committees, contributing to the success of organizations and churches, and even running for boards, commissions and elected offices. They exemplify the future of the Aberdeen Area.

I hope you were able to attend the annual Community Champions Luncheon. It is our opportunity to recognize and express our gratitude to individuals who have shared their time and talents and made significant contributions to our community. Congratulations and thank you to all of the recipients this year. A job well done.

Our Chamber is off to a great start in 2021! Please remember to share your ideas, your time, and your talents to keeping the Aberdeen Area successful, relevant, and vibrant.

Leadercast Date Changed to August 11

Leadercast 2021 – Shift will be broadcast live to hundreds of host sites, including Aberdeen, making it the largest one-day leadership event in the world. The Aberdeen event will be Wednesday, August 11 at the Dakota Event Center. Check aberdeen-chamber.com for event updates. Leadercast is on a mission to fill the world with leaders worth following by serving them with thought-provoking development content and transformative leadership conferences featuring experts and peers who dare to take the business world by storm.

Join us to shift your leadership skills to levels you never thought possible. For more details or to register, go to www.aberdeen-chamber.com/leadercast or call 605-225-2860.



Robert Goscicki
2021 Chamber Board Chair, Area Federal Credit Union



SBA COVID-19 Relief Options



Michele Arends

*Economic Development
Specialist,
US Small Business
Administration – SD
District Office*

The COVID-19 pandemic has uprooted the American economy like nothing else since the Great Depression. Communities and economies across the U.S. – including right here in South Dakota – have experienced the ripple effect of disrupted supply chains, diminished revenue due to periodic business closings, and workforce challenges.

Over the past year, the Small Business Administration (SBA) has led efforts to distribute billions of dollars to small businesses, agricultural businesses, and non-profits affected by COVID-19. Here are a few SBA programs that continue to be available to assist small businesses and non-profits through economic recovery:

Paycheck Protection Program (PPP):

The mission of this program is to keep people on payroll, keep businesses in business and help the economy bounce back as quickly as possible. The PPP application is through a lender and has been extended to May 31, 2021, and then provides an additional 30-day period for the SBA to process applications that are still pending. As always, www.sba.gov/paycheckprogram is the best source of accurate information for all PPP-related updates.

Economic Injury Disaster Loan (EIDL):

Designed to provide economic relief to applicants experiencing a temporary loss of revenue and assist them in meeting financial obligations and operating

expenses that were not met due to COVID-19. In early April, the EIDL lending limit increased to 24-months of economic injury with a maximum loan amount of \$500,000. The deadline to apply is December 31, 2021. For more information and to apply, visit www.sba.gov/eidl.

The Shuttered Venue Operators Grant (SVOG):

Program opened on April 8th. Eligible entities include live venue operators or promoters, theatrical producers, live performing arts organization operators, museum operators, motion picture theatre operators, and talent representatives. Applications will be submitted through the SVOG portal at www.sba.gov/SVOG. In order to apply and be eligible, an applicant must be registered in <https://sam.gov/SAM>.

This pandemic will pass, and when it does, small businesses will continue to play a critical role in bringing economic prosperity back to our communities. As we continue to navigate forward, the SBA is committed to keep small businesses and their employees financially viable. SBA also offers free one-on-one counseling through its network of Resources Partners including Small Business Development Centers, SE CEO Women's Business Center, Veterans Business Outreach Center of the Dakotas, and SCORE.

Presentation College to Launch Practical Nursing Program in the Fall



Sandra Sexton Welling Ph.D., RN, CCM

*Dean of Nursing,
Presentation College*

The Presentation College Nursing Dean and faculty are excited about the expansion of the nursing program offerings beginning in Fall 2021, with the addition of a Practical Nurse (PN) program. The PN program can be completed in three semesters and graduates will be eligible to take the national licensure exam, NCLEX-LPN after successful completion of the program. The PN program clearly supports the mission of Presentation College, "Welcoming people of all faiths, Presentation College challenges learners toward academic excellence and, in the Catholic tradition, the development of the whole person" and reinforces the five core values of Presentation College, which are Catholic Tradition, Learning Community, Whole Person Education, Education of Distinction, and Resourcefulness.

The Licensed Practical Nurse (LPN) is a valuable member of the healthcare team and is directly involved in providing basic patient care in hospitals, nursing homes, doctor's offices, long-term care organizations, and other healthcare facilities. LPN responsibilities include monitoring patient vitals; handling basic healthcare tasks; reporting patient



PRESENTATION COLLEGE

status and concerns to Registered Nurses (RNs) or doctors; and helping patients with essential physical needs.

According to the South Dakota Department of Labor and Regulation, nursing is the largest health care profession and remains a strong career field in South Dakota and nationwide. It is projected that the nursing shortage will increase to 250,000 by 2025 nationwide. In South Dakota, nursing is projected to grow by 23%. While salaries vary by location, according to the US Bureau of Labor Statistics, the median salary for an LPN is \$47,500. The need for LPNs is in high demand and the salaries are expected to increase over the next 10 years. While many nurses spend their entire careers working as an LPN, this position is also a great stepping-stone to furthering nursing education by becoming a RN or Nurse Practitioner (NP).

What Will You Do With Your Fifteen Summer Weekends?



Even though this past winter was relatively mild, we're still excited for more sunshine and warm days as school wraps up and summer gets underway.

There are only 15 weekends of summer, so now is the time to start making plans. Whether you're a camping pro or love to live the suite life, an escape to Aberdeen is perfect any time from Memorial Day to Labor Day weekends.

Storybook Land opened April 15 to walk-through and playground traffic, with rides and concessions following Memorial Day weekend! Baby

animals popped up in the petting zoo throughout the spring. Thunder Road and Thunder Mountain opened May 1.

All-year fun can be had at Allevery Entertainment or the Dacotah Prairie Museum, and the Uptown Aberdeen mall has restaurants, stores and activities on rainy days or when the sun's been shining a little too bright.

This year is shaping up to become the perfect year to pull the trigger on hosting that family reunion everyone's been thinking about!

Whether you're getting everyone together for a picnic or a banquet, the Aberdeen Area Convention and Visitors Bureau can help make your reunion special with services provided free of charge! Check out our new family reunion planning tool on our website to get started.

www.visitaberdeensd.com/family-reunion.



Katherine Grandstrand
Convention Sales & Marketing Director,
Aberdeen Area Convention & Visitors Bureau

Meditative Scapes at Wein Gallery

The Presentation College Wein Gallery's current exhibit (through the end of May) features local artists Nick and Nicole Fischer. The title of their show is "Meditative Scapes" featuring acrylic paintings on canvas. An artist's reception for the Fischers will be Tuesday, May 25 at 6:30 pm.

ARTIST STATEMENT

This series of paintings was created within the last few months.

We've taken this time as an opportunity to embrace a slower pace of life and find solace in stillness. These pieces are meant to promote an atmosphere of peace and harmony and to help with stress reduction.

Countless studies have been conducted proving hospital rooms with windows or painted scenes from nature help to lower cortisol levels, lower heart rate and promote faster healing. At first glance, these images are simply colorful and aesthetically pleasing. But spending some time with each one rewards the viewer with a mini meditation. With time, eyes start to meander through the repeating shapes, colors and value gradations. The ma dala, or the geometric pattern, is transparent enough to fuse with the landscape itself. The curved lines and color values are meant to undulate in a way that mimics breath and to promote movement throughout the landscape. The idea is to connect with a flow state and not become stagnant with worry. A quote for you to consider by Thich Nhat Hanh, "Each person's life is like a mandala - a vast, limitless circle. We stand in the center of our own circle, and everything we see, hear and think forms the mandala of our life."



Ag Committee Celebrates National Ag Day

"Food Brings Everyone to the Table" was the theme of National Ag Day 2021 held on March 23rd. The Chamber's Ag Committee celebrated by creating ag trivia and "Ask a Farmer" video clips which were posted to the Chamber's Facebook page throughout the day. In addition, information tables were set up inside of Ken's SuperFair Foods and Runnings. Patrons of both stores, as well as commenters on the Chamber's Facebook page giveaway post, had a chance to enter their name in a drawing for Beef Bucks and pork certificates, which were mailed to the winners after the event. This is the 3rd year the committee has recognized National Ag Day formally by doing something in the community to bring awareness to the day.

The committee thanks Ken's & Runnings for hosting and BankNorth, Farm Credit Services of America, Plains Commerce Bank, RDO Equipment Company, Wells Fargo Bank, Beef Bucks & South Dakota Pork Producers Council for their support.



Ambassador Visits



Relocation

Avera Addiction Care Center
 620 3rd Ave SE, Lower Level • 605-622-5800
 avera.org



New Business

Happy Health Shack
 Lisa Tye, Owner
 10 5th Ave SW • 605-725-4224
 happyhealthshack.com



New Business

Legacy Chiropractic PLLC
 Dr. Amy Munsterman, Owner
 221 6th Ave SE, Ste 3 • 605-225-7414
 legacyaberdeen.com



New Owner

The Boss Baby Boutique
 Taylor Hagen, Owner
 3315 6th Ave SE, Ste 53 (Uptown Aberdeen) • 605-377-8763
 bossbabyboutiquesd.com

JUNE 22, 2021 • 6-8pm • Johnson Fine Arts Center
WELLNESS SYMPOSIUM
Resiliency: Mental Wellness in the Workplace

Geared to HR professionals & employers; open to the general public. Join the Chamber's Health & Wellness and Workforce & Education Committees for an evening of information designed to help manage employee mental health concerns.

- Four-Person Presenter Panel ■ Information Tables
- Hometown Stories/Employer Pandemic Testimonials

Sponsored by: 



This is a free event.

Kick Off Summer Grilling Season with South Dakota Pork

With Memorial Day coming up and May being National Barbecue Month, we look forward to the official kick off to warmer weather, summer picnics and grilling season. South Dakota pork is an ideal partner for the grill, thanks to its versatile flavor and easy preparation. By mastering a few simple techniques and experimenting with new flavor-boosting recipes, rookies and home chefs alike will be well on their way to becoming VIPs on the grilling scene.

For a sizzling season that's full of perfect pork on the grill, the South Dakota pork experts offer master grillers the following grilling tips:

- **Marinate for flavor.** Marinades typically consist of three key ingredients: an acid (such as vinegar or fruit juice), an oil (such as olive oil or Italian dressing) and herbs and spices. Shoppers can choose from store-bought selections or create their own at home, such as the one used in Make-It-Mine Kabobs (recipe below). For even distribution, place chops and marinade in a re-sealable plastic bag or covered container and refrigerate for 30 minutes to 12 hours before grilling.

- **Rub it in.** Without any liquid, the punch packed into a rub stays with the meat. The flavors of a few crushed spices rubbed over the meat will unite in just 30 minutes and cook to a tasty crust on pork cuts.

- **Watch your tail.** When grilling with pork tenderloin, one end will be thinner than the other – almost like a tail. To keep the tail from overcooking, fold the end over and tie it with some household string. Many cooks also cut it off for use in soup or stews or place the thin end over a “cooler” part of the grill.

- **Cook to Medium.** For juicy and tender grilled pork, cook to medium doneness over direct heat. Use a meat thermometer to judge doneness – 145 degrees F with a 3-minute rest time. For perfect, slightly pink-on-the-inside pork. For exact cooking times, please visit www.sdpc.org.

In addition to pork's flavor versatility, it is also a nutritious mealtime option. Pork contains many of the nutrients recommended by health organizations to build and maintain a healthy body, including six essential vitamins, four important minerals, protein and energy. Pork's lean meat serves as an excellent source of thiamin, vitamin B6, phosphorus and niacin, and a good source of riboflavin, potassium and zinc.

The eight common cuts of fresh pork are leaner today than they were 15 years ago – on average about 16 percent lower in total fat and 27 percent lower in saturated fat. The pork loin offers several options for delicious pork recipes. Keep in mind when visiting the meat case, make sure to look for the lean cuts of pork with the word “loin” on the

label, such as pork tenderloin or loin roast. LOIN = Lean! (any pork chop is also a lean choice) and the best value is to pick a whole loin and slice it the way you like it.

USDA recommends that pork can safely be cooked to 145 degrees Fahrenheit, followed by a three-minute rest time, resulting in pork that is more tender, juicy and flavorful. Ground pork, like all ground meat, should be cooked to 160 degrees Fahrenheit.

For nutritional information and pork recipes or for information about modern pork production, please visit www.sdpc.org.

MAKE IT MINE PORK KABOBS

Ingredients

- 1 pound pork loin roast (boneless OR tenderloin, cut into 1 1/2-inch cubes)
- 1/4 cup soy sauce (reduced-sodium)
- 2 tablespoons rice vinegar
- 1 tablespoon fresh ginger root (grated)
- 1 teaspoon dijon
- 1/2 teaspoon five-spice
- 1 red bell pepper (small, OR orange bell pepper, cut into 1-inch squares*)
- 6 ounces shiitake mushrooms (OR white mushroom caps, halved if needed*)
- 1 zucchini (small, halved lengthwise and cut into 3/4-inch pieces*)
- 1/4 cup pepper jelly (OR orange marmalade, melted)

Directions

1. In a self-sealing plastic bag combine cubed pork, soy sauce, vinegar, ginger and Dijon-style mustard (or Chinese Five Spice); seal bag and refrigerate for 1 to 4 hours.
2. Prepare medium-hot fire with charcoal or preheat gas to medium high.
3. Remove pork from marinade and discard marinade. Thread pork, sweet peppers, mushrooms, and zucchini alternately onto 8 skewers. Grill kabobs directly over fire, turning to brown evenly, for 5 minutes. Brush kabobs with the melted jelly. Continue to grill for 3 to 10 minutes more or until tender. Let rest 3 minutes before serving.

**Kabob ingredients don't need to be limited to the vegetables listed. There are several ways to customize kabobs; try incorporating cherry tomatoes, broccoli (precooked until crisp-tender), pineapple chunks (fresh or canned), yellow summer squash, red onion wedges, baby carrots (precooked until crisp-tender), halved tiny new potatoes (precooked until tender) or try adding fresh sprigs of herbs.*



Stacey Sorlien

Director of Programs
& Communications,
South Dakota Pork
Producers Council



Community Champions Make a Difference

“What you do makes a difference. And you have to decide what kind of difference you want to make.”
Jane Goodall

The 2020 Community Champions award winners were announced at the annual luncheon on Tuesday March 9th. This event was hosted by the Chamber's Ambassador Committee and sponsored by the Aberdeen Area Chamber of Commerce and Prairie Family Business Association (Family Business of the Year).



Emerging Leader – Rachel Dix

This award is presented to an individual who is in the first years of their career and has demonstrated leadership qualities within their businesses and community. The Emerging Leader Award was established by

the Chamber in 2008 to foster young leadership and enhance youth retention in our community. Evaluation considers evidence of leadership and achievement through active participation in associations, organizations, volunteer boards, etc.; recognition by managers and peers for demonstrating leadership skills and standards in the workplace; and enthusiastic commitment to promoting and growing with the community, region, and state.



Entrepreneur of the Year – Carly Pochop

The Entrepreneur of the Year Award is presented to an individual who demonstrates originality, and entrepreneurial spirit in the development of processes, products, or technologies. This award is presented to an individual

who has taken risk in business - started a new venture; expanded into a new area; or taken on a difficult project. An astute businessperson with a vision for the future, the recipient is someone whose thinking is “outside the box”. A nominee must live in Aberdeen or the surrounding region and have had a business in operation for 3 or more consecutive years.



George – Michael Herman

The GEORGE Award is presented to an individual who has worked timelessly on behalf of the community in trying to make Aberdeen a better place to live and work. A recipient has stepped up and taken the initiative rather than “just

letting George do it.”



ViTality – Brown County Fair Board

(represented by Sonje Oban)
The ViTality award is presented to an individual, or group of individuals, who is the ‘keeper’ of the regional vision and displays enthusiasm for regional development. The namesake, ViTality,

is in memory of Aberdonian Vi Stoia, who was often called a ‘regional thinker’. Stoia passed away in 2008 but his memory lives on in the form of the ViTality Award.



Woman of Spirit – Janet Hedges

The recipient exemplifies the qualities and characteristics associated with a WOMAN OF SPIRIT including: Wise, Organized, Mentor to others, Achiever, Nurturing, Selfless, Purposeful, Inspirational, Respected, has

Integrity and is a Team player.



STAR – Holgate Middle School WEB (Welcome Everybody)

STAR stands for Students Taking Active Responsibility. The Award is presented to a Youth Organization for their dedicated efforts in the community.



Military & Veteran Awards:

Officer of the Year – 1st Lt. Michael J. Hill

Rich Kezar Veteran of Armed Services – Chris Reder

The Military & Veterans Committee of the Chamber presented these awards.



Prairie Family Business of the Year – Jensen Rock & Sand

(represented by Kenny Jensen and Cathy MGarry) This award recognizes the accomplishments of local family businesses and their contributions to their communities.

At least two generations must be working in the business, or business has already transitioned from one generation to another within the family.



SPC Braxton Farmer was named the **2019 Enlisted Officer of the Year** at the 2020 Community Champions Awards Luncheon. Unfortunately, SPC Farmer was not able to attend that event, which happened in February, 2020. Due to the pandemic, it took 14 months for him to finally receive his award, which he did at the April Business After Hours mixer. The award was presented to Farmer by Robert Goscicki, Chamber Board of Directors Chair.

JUNE 7 » 11:30 AM

MOCCASIN CREEK COUNTRY CLUB

Register your 4-person team today for this 18 hole scramble by calling the Chamber at 605-225-2860.

Hole sponsorships are still available!

2021 GOLF TOURNAMENT

This year's theme: camping.



The Reede family received the **Family Business of the Year** award, also in 2020, but were not able to attend the event last year. Chamber President Gail Ochs recently presented the award to Nathan Reede and a few of his employees. From left are Shawn Gross & Angie Rayman, Reede Construction; Gail Ochs, Aberdeen Chamber; Nathan Reede & Jesse Bruns, Reede Construction.

Absolutely at the 2021 Legislature: What Business Needs to Know



Julie Johnson
Attorney at Law

The 2021 SD Legislature met, did their work, and went home. So, now it is time to understand what they did that may impact business. What do you need to know as a businessperson?

When the Legislature meets every year, business has a stake in decisions along several lines: cost increases, human resource changes, payroll considerations, your specific industry/professional sector, what happened that affects our community, were there infrastructure investments, what will happen with the people who represent me, what are some of the bigger picture issues, and more. This article serves as a quick review of a few of these key points for 2021. There is much more!

Taxes/Fees—There are no tax or fee increases that will affect your bottom line.

One of those sources is the Unemployment Insurance, now Reemployment Assistance, Trust Fund. Notwithstanding the pandemic, the trust fund balance is healthy at this point and no increases sought. The federal programs met those needs.

Property Tax Levies—The state aid to education formula sets the increases or decreases in this portion of our property tax bills every year for consistency purposes. The K-12 education portion is scheduled to come down again this year. This is a simplified version of this.

HR—There were no bills that passed that affect holidays, discrimination, workers comp, or in other ways put the state out of sync with federal HR laws.

Occupations/Professions—The Legislature made several streamlining decisions regarding professional or occupational licensing. There is a new streamlined process for those licensed by the Department of Labor and Regulation, rather than each licensing board having a slightly different process.

Telehealth was further permitted for several health professions, especially since the pandemic made telehealth so practical and useable.

Community—Aberdeen's domestic water source, the Elm Lake Dam, is getting a replacement dam. This

replaces the damage done in July 2020 storms. And Mina Lake gets a new spillway to replace the damage that emerged in March of 2019.

Higher-Ed Students—Students at NSU and Presentation College will now have access to a needs-based scholarship, now called the "Freedom Scholarship", thanks to a very generous gift by T. Denny Sanford, and a strategic investment by the state. All of this, plus other gifts, will be administered by the SD Community Foundation, details for which will be available when ready. This is a major breakthrough.

Air Service—Aberdeen's air service is eligible for a new investment in marketing and/or route restoration, due to an appropriation that includes the Essential Air Service communities, such as Aberdeen.

Broadband—A \$100 million investment in broadband was made, which is very strategic for the state's future. These allow our providers to fill some of the gaps in service, particularly in areas difficult to serve. Recently, a few grants were made to regional telecommunication providers, and others, from the first funds.

Remote Notaries—The law for use of notaries remotely was modernized in SB 193.

Marijuana—Recreational marijuana (Amendment A) is before the SD Supreme Court in April, so the implementation of that ballot measure is uncertain as of now. Plus, it is far more complex than it may sound. And medicinal marijuana (IM 26) becomes effective this year. Much work remains to implement medicinal marijuana. And if you want an entire law school test question, stay tuned for much more. I'll spare you that for now.

American Rescue Plan—One of the last days of the Legislature, the President signed the new American Rescue Plan. This will provide other relief to the State and local governments, and others. Details are still emerging. Stay tuned for how the State may be able to use those funds.

Who will Represent us: Redistricting—A Redistricting Commission was created and a schedule set for public hearings in October. The Legislature will meet in Special Session on Nov. 8 and 9 to adopt the legislative boundaries for those who will serve us in the legislature for the next 10 years. This is done every 10 years after the Census. This is a big issue for this part of the state.

The Legislature got a lot done in a short period of time, even with the pandemic. So, now it is time to understand what laws were updated, new programs adopted, and what I need to know as a businessperson.

There is so much more! Thank you for reading! If you have other questions or information needs, feel free to reach out to me at johnson2@abe.midco.net.

Johnson is an Attorney licensed in South Dakota and Registered Lobbyist at the SD Legislature, a role she has had for a great many years. She looks out for small business, economic development, housing, nonprofits, HR, tax, and similar issues. She also serves as SBA's SCORE State Director.

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Prudential Spirit of Community Award

Jordan Phillips, 16, a junior at Aberdeen Central High School, was selected as a 2021 Prudential Spirit of Community Award State Honoree. She has raised more than \$110,000 to support women with breast cancer by sewing and selling fabric coffee-cup sleeves known as “cozys.” Jordan’s mother was diagnosed with breast cancer in May 2015. “I was terrified I was going to lose my mom,” she said. “I needed an escape from the chaos of having a loved one who is sick, and I wanted to support other people who were going through what my family was experiencing.” Since she had been sewing things since she was 5, Jordan started sewing cozys in her bedroom after school, and then offered them on Facebook to raise money for the Susan G. Komen Foundation.

As word about Jordan’s “Cozys for the Cure” project spread via news and social media, she had to recruit family members, friends and schoolmates to meet the growing demand. Her cross country team pitched in with an assembly line that produced 200 cozys in one hour. Things really took off when

a large retail chain agreed to stock 250,000 of Jordan’s coffee-cup sleeves in more than a thousand stores across the country, which required Jordan to outsource production to an apparel company. In addition to supporting the Susan G. Komen Foundation’s breast cancer research, Jordan’s fundraising has paid for free mammograms in rural, underserved areas. Jordan was especially touched when someone gave out her cozys as a wedding favor to honor the legacy of a mother who died of breast cancer. It was then that “I realized the deep emotional impact of this project,” she said.

The Prudential Spirit of Community Awards program is the United States’ largest youth recognition program based exclusively on volunteer community service.



Jordan Phillips is pictured with Representative Drew Dennert, Representative Carl Perry and Senator Al Novstrup when she was honored at the SD Capitol in March

FFA Week Activities

The Aberdeen Central FFA Chapter celebrated National FFA Week with two donations. One they received and one that they gave. The chapter was graciously given \$800.25 from the Big Bushel Bash. The Big Bushel Bash was hosted in Aberdeen and all profits were distributed between local agricultural programs.

During FFA Week, FFA members sold donuts to all Aberdeen School District schools. With these sales, they raised \$250 to donate to a local family in need. Chapter members were also involved in the elementary and middle schools with agricultural trivia and a T-shirt giveaway.



Pictured (left to right): Adam Ochsner, Colin Sprinkel, Olivia DeRouchey, Anna Moser, Jenna Otterstetter, Gabi Siefkes, and Austin Maag

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NSU Community Benefits from Involvement with Leadership Aberdeen



For more than 30 years, members of the Northern State University campus community have benefited from a unique program that offers leadership training and team-building skills.

Forty NSU staff, faculty and students have graduated from the Aberdeen Area Chamber of Commerce's Leadership Aberdeen program.

This annual program provides participants with a curriculum aimed at growing their skills by focusing on leadership attributes such as community building, advocacy, resilience, purpose, reason, gratitude and more. The class tours local businesses, hears from local leaders, and plans a community project or event as a way to give back to the community.

Along with campus community members participating in Leadership Aberdeen, Northern is also one of the program's numerous community partners.

"Leadership Aberdeen is a tremendous program," said NSU President Dr. Tim Downs. "We're grateful that the university has been part of this community partnership, and that our students, faculty and staff have benefited from this outstanding community involvement opportunity."

Chamber of Commerce President Gail Ochs said the Chamber and Northern have had a long-standing partnership with the Leadership Aberdeen program.

"Not only has NSU consistently offered the program to their employees, but NSU has hosted classes on campus, offered financial support for the program and facilitated interaction with students," Ochs said. "Plus, the program has truly benefited through the years with NSU staff who have facilitated sessions, led discussion and offered campus tours. We are appreciative and fortunate to have NSU as

a partner in this wonderful community leadership program."

Below is a list of NSU campus community members who have participated in Leadership Aberdeen through the years:

- 1988: Sam Gingerich
- 1989-90: Kay Albright
- 1991: Kristi Fischer-Wagner
- 1992: Don Erlenbusch and Shannon Shaffer
- 1993: Ellen Engelhart, Ron Pollworth and Rod Triplet
- 1994: Diane Lerseth and Earl Weisenberger
- 1995: Wayne Fischer and Phil Mulvaney
- 1996: Mike Birgen
- 1997: Perry Rettig
- 1998: Lea Simon
- 1999: Mike Mutziger and Dorothy Kryzanoski (Foundation)
- 2000: Greg Murley
- 2001: Ethel Houge and Beverly Werner
- 2002: Susan Landon-Arnold
- 2004: Lisa Wagner
- 2005: Mike Bockorny (Foundation)
- 2006: Travis Sieber and Ann Vidoloff
- 2008: Chris Hauck and Jen Wegleitner
- 2010: Richelle Braun
- 2012: Steve Rasmussen and Phillip Mittleider (student)
- 2014: Travis Adney (student sponsored by Steven Lust Automotive)
- 2015: Tara Arntsen
- 2016: Sarah Botkin and Marty Sabolo
- 2017: Jon Christenson
- 2018: Janie Borkowski
- 2019: Elissa Dickey
- 2020: Dominika Blum, Josh VanLaecken and Bradley Wolfe
- 2021: Stephen Deduck and Jason Henslee

Due to the pandemic, the class project for Leadership Aberdeen 2020 trickled into 2021. Their project, the Hub City Hound photo contest, and sales of the accompanying Dakota Territory Brewing Company flavor Puptoberfest, raised over \$21,000 for the Aberdeen Area Humane Society. A check was presented in January.



Pictured are Nick Bittner, Olaf Hanson, Leland Armbright & Dominika Blum, Leadership Aberdeen; Christa Swingler, Aberdeen Area Humane Society; Victoria Lusk & Katie Schreurs, Leadership Aberdeen; and Gail Ochs, Aberdeen Chamber President.



Pictured are Katie Schreurs and Gail Ochs.

Katie Schreurs, Production Supervisor at Banner Engineering, was chosen as the Dale Stein Leadership Through Service Award recipient from the Leadership Aberdeen Class of 2020. It is presented to one member of the class to honor the memory of Dale and is underwritten by Leadership Aberdeen Alumni working at Avera St. Luke's Hospital.

Meet Julia, Newest Chamber Staff Member

Hello!

Telling you where I am from is a little difficult. I am originally from South Georgia; however, I grew up primarily in Rapid City (military brat over here). My husband's job brought us to Aberdeen 8 years ago after living in California for a short stint. We soon realized that we would make Aberdeen our forever home for our family.

Over the past 8 years, I have been fortunate enough to work for various Doctors and have met so many wonderful people. Aberdeen is a community

like no other that I have lived in. I have seen us come together to support local business, honor many, and unite when times get hard. I am so excited to now be a part of the Chamber of Commerce handling Outreach and Events. Being involved in the community we have grown to love is such a blessing.

During my free time you can usually find me creating recipes and cooking, watching my daughter Ava play basketball, listening to my son Zachary play the bass, camping, and traveling to Georgia to visit family.



Julia Coon
Outreach & Events,
Aberdeen Area
Chamber of
Commerce

Community and Region Benefit from Tournaments Held on NSU Campus

Every spring, the Northern State University Barnett Center – and the entire Aberdeen community – is packed with athletes and fans from around the region.

March is tournament time for NSU and Aberdeen, and this year it was even busier than usual.

This year, Northern and the Aberdeen Area Convention and Visitors Bureau were able to successfully bid the NCAA Men's Central Division Basketball Tournament. The event took place at Wachs Arena inside the NSU Barnett Center starting Saturday, March 13.

"This is a first for Aberdeen," explained Aberdeen Area CVB Executive Director Casey Weismantel. "With the addition of wrestling and the SDHSAA State B Basketball tournament, it made Aberdeen quite busy for a few weekends."

Northern also hosted the NCAA Super Region Wrestling Tournament, held at Wachs Arena the last weekend in February. Also, the State B high school tournament returned to Wachs Arena this year, starting March 18, after being canceled in 2020 due to COVID-19.

"All of these events were positive for NSU and Aberdeen," Weismantel said.

NSU Athletic Director Josh Moon said Northern was thrilled to be able to host these highly successful events.

"Athletics is often called the 'front porch' of a university – the first thing people see when they arrive on campus or enter this community," he said. "These events are an excellent example of what our amazing facilities can do: be an economic driver for this region, showcase our campus to prospective students and families, and bring high-level sporting events to Aberdeen for our fans."

Moon said Northern received tons of positive feedback from folks who came from all over the Midwest for the two NCAA events.

"They were awestruck at how well the events were run and the quality of facilities we have a

Northern," he said. "With the addition of Dacotah Bank Stadium and Koehler Hall of Fame Field this fall, we are excited to continue to expand our event offerings moving forward."

Economic Benefit

In terms of the economic benefit they provide, the CVB uses a formula based on factors such as ticket sales and hotel rooms rented to calculate an estimated impact.

Based on information provided by NSU Athletics and the Aberdeen School District, the CVB estimates that the three events generated an approximate economic impact of more than \$700,000.

The benefit to the economy is significant, and it's clear that these events – which draw people to Aberdeen from around the region and state – provide positive impacts that extend well beyond the borders of campus.

Said Weismantel, "Anytime you can bring in an event that allows for an overnight stay, the community of NSU and Aberdeen both benefit."

New Tournament

Now, Northern will be hosting even more events. Small College Basketball announced on Monday the creation of the Small College Basketball Champions Classic. The event will launch on Nov. 18 and 19, 2022, at Wachs Arena, and will consist of four NCAA Division II teams, four NCAA Division III teams and four NAIA teams.

The teams, match-ups and game times will be announced at a later date, but the focus will be on bringing elite, national level teams from all three divisions of small college men's basketball.

For more information about this new tournament and other events at the NSU Barnett Center, visit nsuwolves.com.





Warmer weather brings some additional life to Downtown Aberdeen where you'll find fantastic shopping and services, amazing places to eat and special events happening all summer long. And this year, we've got some new events in store for you!

New: First Friday's will take place on the first Friday of every month. You'll be able to count on something happening in Downtown Aberdeen including some great sales, and Freebies at participating retail stores, bars and restaurants.

New: The Downtown Makers Market will be the spot to discover and shop from creative entrepreneurs from around the area. Local Makers will showcase their talents, artistry and craftsmanship for shoppers who are looking for something unique to buy.

New: Food Truck Friday's... need we say more! Watch for these to pop up throughout the summer as we scatter food trucks throughout Downtown Aberdeen.

Returning: The Farmer's Market is returning to Downtown Aberdeen and this time it will be located on Malchow Plaza beginning May 8th. Markets will be on Saturday's from 9:00am - 1:00pm and brought to you by The Market on the Plaza. For more information or to be a vendor please contact them at; events@themarketonthepiazza.com

Summer Concert Series: The Aberdeen Downtown Association is gearing up for our Free Summer Concert Series that brings fun and excitement to Main Street. And this year there is some added excitement as our concerts will be held on the new Malchow Plaza. These Downtown concerts will showcase not only amazing bands, but great food and cold beverages will be on hand. And as always, these concerts are free and family friendly. Mark your calendars for June 17th, July 15th and August 27th.

Sizzlin' Summer Nights: And just as the summer really gets heated up, you'll want to be ready for our 22nd Annual Sizzlin' Summer Nights event Friday, August 27th and Saturday, August 28th. The weekend will kick off with a Free Main Street Concert on Friday night and then hundreds of cars will line the street on Saturday for our annual Car & Bike Show. Once again, a variety of food vendors and cold beverages will be available so plan for a great weekend in Downtown Aberdeen!

To keep up on all the exciting events in Downtown Aberdeen be sure to check out our website www.aberdeendowntown.org, like us on Facebook, follow us on Twitter @DowntownABR and Instagram; [aberdeendowntownassociation.org](http://www.aberdeendowntownassociation.org).

To speak to someone about how you can get more involved, volunteer, or sponsor an event, or how to become an ADA Member and support the Aberdeen Downtown Association, contact Shelley Westra - Heier at 605-226-3441 or shelley@aberdeendowntown.org.

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Leadership Aberdeen Class of 2021

Thirty-two participants began Leadership Aberdeen, Class of 2021, on Thursday, April 8th with a full day kickoff. They will continue to meet weekly until June 8th and will cap off their experience with a graduation ceremony on June 15th. This is the 34th Leadership Aberdeen Class and the graduates will join 836 other program alum.

Special thanks to our business partners for making this program possible: 3M Company of Aberdeen, Agtegra Cooperative, Avera St. Luke's, Dacotah Bank, Glacial Lakes Energy LLC, Molded Fiber Glass South Dakota, Northern State University and Sanford Health.

leadership 2021 aberdeen



Jordan Allbee
Helms & Associates



Jennifer Barnes
Avera St Luke's Hospital



Adam Barnhardt
Molded Fiber Glass South Dakota



Jerry Blahut
3M Company



Hope Brudvig
MIDCO



Brittney Bulson
Agtegra Cooperative



Carlos Camacho Marrero
Dakota Financial Services



Stephen Deduck
Northern State University



Shawn Emery
CashWa Distributing Co



Amanda Gibson
Molded Fiber Glass South Dakota



Katherine Grandstrand
Aberdeen Area Convention
& Visitors Bureau



Jeannie Haaland
ZuntaFi



Cayley Hammond
Twin City Fan Companies



Jason Henslee
Northern State University



Kayla Heuer
RAM Housing Specialists Inc



Brett Hoffmann
Glacial Lakes Energy LLC -
Aberdeen



Cody Holt
Midstates Inc



Heidi Johnson
Liquid Capital of the Dakotas



Daniel Koch
Glacial Lakes Energy LLC - Mina



Grant Kurkowski
Helms & Associates



Josh Latterell
Elm Digital Marketing LLC



Sunny Lester
Sanford Aberdeen Medical
Center



Ashley Lopes
RAM Housing Specialists Inc



Jeannette McClain
Brown County Auditor



Jeannie Michaels
3M Company



Dr. Amy Munsterman
Legacy Chiropractic PLLC



Lesleann Palmer
Northeast Council of
Governments (NECOG)



Jessica Puente Castro
3M Company



Trenia Rexinger
Dakota Broadcasting LLC



Kami Spieker
Aberdeen Area Chamber
of Commerce



Shannon Stewart
Avera Aberdeen Family
Physicians



Neil Viola
3M Company

Presentation College Launches Communication Honor Society

To support our Core Value of Education of Distinction, Presentation College has launched a new honor society, Lambda Pi Eta (LPH), the National Communication Association's official honor society at four-year colleges and universities. The organization seeks to recognize the academic achievement of outstanding students in Communication, as well

as promote the profession. The Alpha Zeta Kappa chapter was launched in Fall 2020 and is open to students of any major that meet the requirements for membership, including a GPA requirement.


Members of this honor society meet periodically throughout the academic year for activities, speakers, and other events in collaboration with other Presentation College organizations and contribute to special Communication program projects, like set-up for the new Multimedia Center. This membership also connects students to resources for scholarship and professional connections through the National Communication Association.

The chapter was officially launched before winter break with a membership induction ceremony, which was presented by Deb Schuelke, Communication Program Director/Advisor; Dr. Trisha Waldman, Dean of Social Sciences & Humanities; and Dr. Diane Duin, Vice President for Academic Affairs. The inaugural class includes: Alexander Karp (President), Nimish Gounder (Vice President), Rodney Axson, Marshal Chace, Josie Clemens, Gaige Marshall, Riggs Tann, Ta'Mario Tufts, and Ashley Veech-Harris.

Article credit: Presentation College



Pictured left to right: Marshal Chace, Riggs Tann, Alexander Karp, Nimish Gounder, Rodney Axson, Ta'Mario Tufts, and Josie Clemens.



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Emily Carrels, Owner
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NEW ABERDEEN GIFT CARD DESIGN!

The design of the Aberdeen Gift Card was recently changed. If you accept the gift card, please take note of the artwork shown here. If you haven't already, you should see these being presented soon.

Just a couple of gift card reminders:

- The Aberdeen Gift Card is good only at participating Chamber member businesses – a member benefit!
- These should be run as a Visa credit card in your point of sale system, and not as a gift card.
- If your POS software has updated, you will need to have it reactivated to accept the card. Just call us Monday-Friday during business hours and we'll stop over to help!
- For a card balance inquiry, please call the toll free number on the back of the card.
- If the card has not been used at least once in the first 365 days after activation, the card services company (EML Payments) will begin deducting a \$3/month fee from the card balance, which ceases when the card is swiped as payment.



Chamber Big Dates

Ag Committee

Thursday, May 20, Noon, Chamber & Zoom
Thursday, June 16, Noon, Chamber & Zoom

Ambassador Committee

Tuesday, May 11, Noon, TBD
Tuesday, June 8, Noon, TBD

Business After Hours

Thursday, May 13, 5:15 pm, Yelduz Shrine
Thursday, June 10, 5:15 pm, Malchow Plaza

Chamber Executive Board

Wednesday, May 12, 12 pm, Chamber & Zoom
Wednesday, June 9, 12 pm, Chamber & Zoom

Chamber Full Board

Wednesday, May 19, 8 am, Chamber & Zoom
Wednesday, June 16, 8 am, Chamber & Zoom

Chamber Golf Tournament

Monday, June 7, 11:30 am, Moccasin Creek Country Club

Community Affairs Luncheon

Thursday, June 3, Noon, Best Western Ramkota

Diplomat Committee

Thursday, May 13, 3 pm, Chamber
Thursday, June 10, 3 pm, Chamber

Enhance Aberdeen Committee

Friday, May 7, 9 am, The Market on the Plaza

Health & Wellness Committee

Wednesday, May 5, 8 am, Chamber & Zoom
Wednesday, June 2, 8 am, Chamber & Zoom

Leadership Aberdeen

Tuesday, May 4, 5 pm, Glacial Lakes Energy
Tuesday, May 11, 5 pm, 3M Company
Monday, May 17, 5 pm, City Council Chambers
Tuesday, May 25, 5 pm, Market on the Plaza with Dacotah Bank
Tuesday, June 1, 5 pm, Molded Fiberglass
Tuesday, June 8, 5 pm, Northern State University

Leadership Aberdeen Graduation

Tuesday, June 15, 5 pm, Best Western Ramkota

Military & Veterans Committee

Tuesday, May 4, 12 Noon, TBD

Transportation Committee

Tuesday, May 25, 3:30 pm, Chamber

Wellness Symposium

Tuesday, June 22, 6 pm, Johnson Fine Arts Center

Workforce & Education Committee

May, TBD
June, TBD

The Chamber office will be closed
Monday, May 31 and Monday, July 5

SDDOT Work Zone Awareness Campaign



**Drive Safe.
Work Safe.
Save Lives.**

As the calendar turned from March to April, the SDDOT seamlessly shifted focus from winter snowplow operations to spring and summer construction projects. No matter the season or project at hand, our primary focus at the SDDOT is safety in all we do!

In April, we brought driver and worker safety to the forefront with our Work Zone Awareness campaign in preparation for another active construction season across South Dakota.

Using the 2021 National Work Zone Awareness theme, the DOT encouraged everyone to Drive Safe. Work Safe. Save Lives.

- **Drive Safe.** A reminder that work zones need everyone's undivided attention. When approaching a work zone, motorists should always slow down, follow all posted signs, be alert, and remain calm. Risky driving behavior affects more than just the driver – everyone's lives and families are at stake.

- **Work Safe.** Technology is helping to make work zones safer by collecting data and automating processes, which can remove workers from dangerous situations and provide motorists with important information. It is also a reminder that work zone safety begins with workers who are dedicated to safety.

- **Save Lives.** If we ALL work together, we can achieve zero deaths on our roads and in our work zones!

As the project on U.S. Highway 12 (6th Avenue) and U.S. Highway 281 begins through the city of Aberdeen, it might surprise people that the 2019 traffic count shows approximately 18,000 vehicles travel on sections of Highway 12 daily. The current project is designed to improve traffic flow as well as increase public safety measures and ADA compliance.

"Traffic control is a principal aspect of this construction

project due to the high traffic volume," says Destin Spellman, Project Engineer. "With Highway 12 being the major thoroughfare for the city of Aberdeen, a great amount of planning goes into the traffic control measures to keep the traveling public (and our workforce) safe."

Nationally, work zone fatalities increased 42% between 2013-2019. In 2019, over 115,000 work zone crashes were estimated to have occurred resulting in over 39,000 injuries and 842 fatalities.

In 2020, during the COVID-19 pandemic, work zone crashes and fatalities have increased nationally despite lower traffic volumes. It is important for the SDDOT to shine light on the importance of Work Zone Awareness.

"We spend a lot of time, effort, and money to safely move traffic through a work zone in order to protect drivers and workers," says Bruce Schroeder, Aberdeen Area Engineer. "Nevertheless, with any work zone, there are always changes or unforeseen circumstances, subsequently we need drivers to be attentive and simply slow down."

The \$5.6 million project includes concrete repair, surfacing, grading, curb and gutter, storm sewer, pavement markings, roadway lighting, signals, and permanent signing. Additional sidewalk is being added to increase pedestrian access to businesses on the east side of the city.

The contractor, in conjunction with the SDDOT, will hold weekly project meetings which are open to the public to attend.

For additional information about this project, please contact Bruce Schroeder, Aberdeen Area Engineer at 605-626-7885.

Work Zone statistics from the National Work Zone Safety Information Clearinghouse. www.nwzaw.org



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Mental Health Awareness Month: May We Spread Hope

It is no surprise that the global pandemic along with other issues of the past year have impacted the rates of mental health issues. Although we may not know the full-scale impact for some time, a simple internet search alludes to the toll on mental health. Stories of increased anxiety, depression, and suicide rates are all over the news.

May is Mental Health Awareness Month. The goal is to focus on breaking the stigma of mental health issues. The hope is for people to seek services and support for mental health issues; like depression, anxiety, schizophrenia, or bipolar disorder as easily as they do for physical issues; like diabetes, heart disease, cancer, or high blood pressure.

In May 2021, it may be more important than ever to recognize hope amid the struggles. There is plenty of news of mounting mental health concerns. But maybe it is not all bad news. Here are a few simple observations of the positive impacts this crisis could have on mental health...if we choose view it this way.

1) Empathy: Mental health issues are touching more people. Those who have never experienced issues may feel the pain of depression or anxiety for the first time. Many experiences are temporary but may build lasting compassion for people who



regularly cope with mental health problems. Nothing builds empathy like lived experience.

2) Access to Care: The pandemic created a need to provide access to services in safe ways. More services were provided via telehealth and other technologies than ever before. We learned that there are many options for receiving mental health care and even a global pandemic will not stop quality services.

3) Hope: Hope has been plentiful in the last year. News stories of people helping people and brightening each other's days. Do not underestimate the impact of the presence of hope in difficult times. It is what gets us all through!



**Amy Sanderson,
LCSW-PIP**

*Clinical Director,
Northeastern
Mental Health
Center and
Member of the
Health & Wellness
Committee*

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W-2019554 08/18

South Dakota Bans Non-Compete Agreements Restricting Competitive Health Care Practices



Kim Dorsett

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A non-competition agreement is a contract between an employer and employee prohibiting the employee from competing against the employer during or after the employment ends. South Dakota has long enforced such agreements in most types of employment settings for any period not exceeding two years from the date of the termination of employment. However, during the 2021 legislative session, House Bill 1154 was passed, which amended SDCL 53-9-11, and added a new section, SDCL 53-9-11.1, which provides:

A contract that creates or establishes the terms of employment, a partnership, or any other form of professional relationship, with a health care provider, may not restrict the right of the health care provider to:

(1) Practice or provide services for which the provider is licensed, in any geographic area and for any period of time, after the termination of the employment, partnership, or other form of professional relationship;

(2) Treat, advise, consult with, or establish a provider-patient relationship with any current patient of the employer, or with a patient affiliated with a partnership or other form of professional relationship;

or (3) Solicit or seek to establish a provider-patient relationship with any current patient of the employer, or with a patient affiliated with a partnership or other form of professional relationship.

The prohibition of this section does not apply to a contract in connection with the sale and purchase of a practice.

For purposes of this section, a health care provider means:

(1) A physician licensed in accordance with chapter 36-4;

(2) A physician assistant licensed in accordance with chapter 36-4A;

(3) A certified nurse practitioner licensed in accordance with chapter 36-9A;

(4) A certified nurse midwife licensed in accordance with chapter 36-9A;

(5) A certified registered nurse anesthetist

authorized to practice in accordance with § 36-9-3.1;

(6) A registered nurse authorized to practice in accordance with § 36-9-3; and

(7) A licensed practical nurse authorized to practice in accordance with § 36-9-4.

This legislation will significantly change the law in South Dakota as it concerns non-compete agreements for the above listed health care providers. There may also be litigation over how this newly enacted law will impact existing non-compete agreements. Affected employers should begin the process of modifying employment agreements and policies for future use. Yet, as long as non-disclosure agreements are deemed permissible under this new law, tools should still exist to protect business goodwill and to prevent the disclosure and use of legitimate proprietary information.

This is a complex area of the law, and we expect that there may be more changes restraining the ability of employers to rely on non-compete agreements to protect their business interests in the future. It is best to consult with an attorney to answer your questions and help guide you regarding the best practices for your business.

*** This article is intended for informational purposes only and should not be construed as legal advice.*

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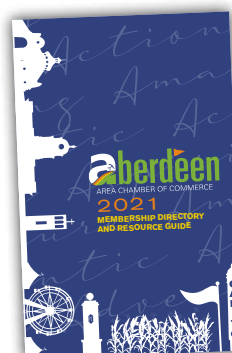
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(605) 225-1010 24/7 Crisis Line **(605) 229-1000**

nemhc.org  /NortheasternMentalHealthCenter



The 2021 Membership
Directory &
Resource Guide is now
available!

If you are a Chamber member and you haven't received yours, please contact the Chamber office at 605-225-2860 or email info@aberdeen-chamber.com

Oral Head & Neck Cancer Signs & Risks

Oral, head and neck cancer refers to many types of cancer, including those that arise in the nasal cavity, sinuses, lips, mouth, salivary glands, tonsils, throat, voice box and thyroid gland. Head and neck cancers represent about 3 percent of all new cancers in the United States. Each year, there are more than 650,000 new cases of head and neck cancers diagnosed worldwide. When detected early, these cancers are very treatable with fewer long-term side effects.

Risk factors:

Tobacco and alcohol use are risk factors for oral, head and neck cancers, particularly those that arise from the tongue, mouth, throat and voice box. According to the National Cancer Institute, people who use both tobacco and alcohol are at greater risk for developing a head and neck cancer than those who use either alcohol or tobacco alone.

Human Papilloma Virus has recently emerged as having a connection to oropharyngeal (tonsil and base of tongue) cancer. These HPV related cancers are often found in younger patients with little to no smoking history.

Anyone can develop thyroid cancers, however; a family history or exposure to radiation is considered a factor that may increase risk. Most salivary gland cancers do not seem to be associated with any particular cause.

When to see your doctor:

You should seek medical attention for any of the following

signs or symptoms which last longer than two weeks:

- Sore throat or swollen tonsil
- Voice changes or hoarseness
- Lumps or bumps in the head and neck
- Earache
- Red or white patches or a sore in your mouth or on your tongue that does not heal or increases in size
- Persistent cough or coughing with eating or drinking

HPV and head and neck cancer:

Researchers have correlated the increase of head and neck cancer incidence in young adults, a group that was traditionally low risk, to the human-papillomavirus (HPV), a cancer-causing virus that can be transmitted through sexual contact. Many studies support that oropharyngeal cancers, those arising from the tonsils, back of the throat and base of tongue, have been on the rise since the mid 1980's, and currently 50-70 percent of these cases are caused by HPV. The Centers for Disease Control and Prevention (CDC) recommends that preteen girls and boys at age 11 or 12 receives the HPV vaccination. Teens and young women can get the HPV vaccine until they are 27 years old and young men should get the HPV vaccine until they are 22 years old.

To schedule a head and neck cancer screening, call Sanford Aberdeen Clinic at (605) 226-5500.



Dr. Mat Weekly

*Ear, Nose &
Throat Specialist,
Sanford Aberdeen
Clinic*

The Value of (Higher) Education to a Community

Most people agree that a quality K-12 education is something everyone should have access to. It is no secret that when families are considering moving to a new city, they will consider the educational systems in that community. It is easy to see that in Aberdeen, there are several, quality opportunities to choose from. The locations of schools also serve as a factor in community development - especially housing. Again, it's easy to see the importance of K-12 education.

When it comes to higher education (colleges and universities) the need and desire are very much an individual decision. Higher education has a special place in my heart. My dad worked on a university campus. I earned my BS and MS degree from that same university and spent time working there early in my career. When I was researching Aberdeen as part of the interviewing process, I was very excited to see not just one, but two, institutes of higher education here. Beyond my personal experiences in higher education, I have also come to see how important they can be to a community. For that reason, early in my tenure I made it a point to establish relationships with the administration at both Presentation College and Northern University and have enjoyed those connections.

Lately Northern University has played host to several regional athletic events - in both collegiate and high school sports. Reading about and attending these events has reminded me of the important role higher education plays in Aberdeen. The influx of people that these events bring to town is important. When these types of event occur places

to stay, eat and shop see added sales revenue that enables a variety of public and private initiatives. These events also serve as quality entertainment for local spectators, enhancing our quality of life. Throughout the year events are held that bring the community and the campus together that many look forward to participating in.

In addition, faculty and staff members serve as a great knowledge base to our community. They help fill roles on governmental and non-profit boards. Success in the classroom and on the field helps highlight our community and may be the first time someone hears about Aberdeen, South Dakota. It takes many hands to operate a higher education campus which translates to folks living and working in our community.

Then there are the students. Students bring a unique energy to our community. I hate to admit that I get older but they seem to stay young. Many faculty connect the classroom with the community through methods known as service learning and experiential education. These are win-win situations for the students and community entities. For employers, our university and college students serve as a great pool of applicants for part-time and seasonal positions. The experiences the students gain while living in our community for just a few years will likely mold their future for many years. That is something we can all be proud of. I feel honored to work in a community with strong educational values and diverse opportunities at all levels.



Joe Gaa

*Aberdeen
City Manager*

WE'RE HERE TO HELP!

Wondering who to call with a question at the Chamber? While anyone in our office can assist you – here are the best people to contact depending on what you need!



gail PRESIDENT

If you have any specific questions on our organization, its Board of Directors, Program of Work, staff, policies or positions, you'll want to reach out to me. I also do my best to keep you informed and educated through Community Affairs Luncheons, Legislative Cracker Barrels, Candidate Forums, Aberdeen Day, weekly email correspondence, and the Chamber's website. I also facilitate the Leadership Aberdeen program and Leadercast, and can get you involved in committees and programs that focus on transportation and military/veteran issues.



lisa MARKETING & COLLABORATION

If you are as committed to promoting and marketing our community as much I am, and have an opportunity for us to consider, please give me a call as I manage marketing funds from the City. Plus, I'll help you promote your business and opportunities of interest to our members through our PROGRESS Magazine, the Membership Directory, The Official Guide, and other Chamber resources. If you are interested in participating in hands-on committee work through the Ag committee, Workforce & Education, Enhance Aberdeen, or Health & Wellness, I would love to get you involved in their events and efforts too!



kami MEMBERSHIP & ENGAGEMENT

If you're looking to join the Chamber, have questions on your membership benefits, want to host a ribbon cutting or groundbreaking, or want to host or sponsor a Business After Hours mixer, I'm here to help. Plus I would love to get your business and your employees engaged through the committees I manage that focus on networking and community outreach, such as Ambassadors, Diplomats, or through the EDGE for young professionals. I also assist with the Leadership Aberdeen program, the Chamber's awards events and 1 Million Cups as well!



stacie FINANCE & ADMINISTRATION

If you have questions on a Chamber invoice, need to make a payment on your account, or need to bill us for services you have provided, I'm the one handling all accounts receivable and payable for the Chamber. Plus, I'll get you set up to accept the Aberdeen Gift Card or do an update at your business.



julia OUTREACH & EVENTS

If you have updates to your business profile such as phone, address, or employees, I'm here to help. I'm also happy to get you registered for Chamber events and will be the one sending you committee meeting notices! If you need relocation information for interviewees or new employees, I would love to put those packets together for you. Plus, I'll take your gift card orders and have them ready for you to pick up!

#TogetherWeRally

Aberdeen, it's time to rally back!

Looking for something to do?

Get out and enjoy our community.

Check out what's going on by visiting www.visitaberdeensd.com

www.facebook.com/groups/ThingsToDoInAberdeenSD



Dr. Trisha Waldman, Dean of Health & Natural Science at Presentation College was awarded the Aberdeen Chamber of Commerce's 2020 You Are An Awesome Ambassador (YAAAA) Award. For the next 12 months, she will get to display the traveling golden scissors trophy as a reminder of this achievement. The YAAAA Award is given to an individual whom the committee members feel best exemplifies the mission of the

committee. The award recipient is voted on by fellow Chamber Ambassadors and was awarded prior to the 2021 Community Champions Luncheon.

"I am appreciative to my fellow committee members for recognizing me for this award. I volunteer with the Aberdeen Chamber Ambassadors to assist in providing a quality community life for those around me. A community is only as strong as its members, and when we all pitch in, we are able to foster relationships and strive to build a vibrant community," said Dr. Waldman.

The mission of the Ambassador Committee is to promote a positive community image and serve as goodwill ambassadors at Chamber and community functions such as ribbon cuttings, new business openings, ground breakings, business relocations, and other networking events.

Join us...Monday, June 28, 2021

for the 29th Annual
Boys & Girls Club of Aberdeen Area

**GOLF
FOR
KIDS**

GOLF TOURNAMENT & FUNDRAISING EVENT

In memory of Randy Hopfinger

Handicap & Scratch Divisions

18 Hole, 4 persons/team scramble



**BOYS & GIRLS CLUB
OF ABERDEEN AREA**

Moccasin Creek Country Club in Aberdeen

Check-in at 11:45 AM - 12:45

Shotgun start at 1:00 PM

FREE Sandwich & Burger Bar runs from 12:00 PM - 6:30 PM

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\$125/person, \$500 per team

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aberdeen
AREA CHAMBER OF COMMERCE

Business After Hours
5:15 pm - 7:00 pm

May 13 - Yelduz Shrine Center

June 17 - Malchow Plaza

Back
in the
Game

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Update on Covid Resources



Kelly Weaver

Regional Director,
Small Business
Development
Center

The passing of the American Rescue Plan on March 11, 2021 has led to new programs and revisions of existing programs. It's safe to say that the COVID response programs have been evolving just like the virus itself. Keep your resource partners near. As I have written, never before has a good relationship with your banker and accountant been so universally important.

The newest program is the Restaurant Revitalization Fund which will provide \$23.6 billion in tax free grants to eligible businesses. The grant amount is based on pandemic-related revenue loss defined as 2019 gross receipts less 2020 gross receipts (less PPP funds received). There are provisions for businesses that were not open for the full year of 2019 or who opened in 2020. Applications will be made directly to the Small Business Administration (sba.gov) but are not yet being accepted as program regulations are finalized. The National Restaurant Association has created a summary found here: <https://restaurant.org/downloads/pdfs/advocacy/understandingrrf>.

As of April 8, applications are now being accepted by SBA for the Shuttered Venue Operators Grant (SVOG). Live venue operators or promoters, theatrical producers, live performing arts organization operators, museum operators, motion picture theatre operators, or talent representatives that have experienced at least a 25% drop in revenue are eligible. Grants are based on 45% of gross earned revenue in 2019. Grants must be used for specified expenses such as payroll costs, rent, utilities, and personal protective equipment. Initial applications will be reserved for those entities who experienced the largest losses.

Follow the SVOG link at <https://www.sba.gov/funding-programs/loans/covid-19-relief-options> for details including FAQ's, video tutorials and the application portal.

The Paycheck Protection Program deadline has been extended to May 31st so work with your local lender to determine eligibility and apply. While these funds are loans rather than grants, businesses can apply for loan forgiveness if the funds are used for eligible expenses.

Several other business programs were extended and modified including the Economic Industry Disaster Loans (EIDL), the SBA Loan Debt Relief, the Employee Retention Tax Credit, Tax Credits for Paid COVID Leave, and various Unemployment Assistance programs. Each of these are significant in their own way and can have a positive impact on business cash flow.

As regulations are put in place, more details will be available in the forms of regulation, guidance and application processes. Look for current information covid-sb.org for federal resource and covid.sd.gov for state resources. For those programs directly administered by SBA, you can go directly to sba.gov and choose the COVID -19 banner. Also a note to protect yourself from fraudulent actors. Since email is the most prominent communication channel, be sure to confirm all emails are coming from legitimate sources (@sba.gov). If you suspect fraud or identity theft, follow the guidance at sba.gov.

Kelly Weaver is the Regional Director of the Small Business Development Center in Aberdeen which offers free, confidential business consulting to start up and existing businesses. She can be reached at (605) 698-7654 ext. 144 or kelly@growsd.org. The Center is hosted by GROW South Dakota.

Meet Our Families!

Where you live matters and those who have walked this journey are often the best resources. Hear from residents themselves on life at Primrose.

How do you feel about current precautions?

I feel the staff is trying to keep us healthy and safe. We have no set rule except to wear our masks, which I feel we all should do.

How are you spending your time?

We have a wonderful staff. They keep us busy with activities like devotions, walking, crafts, etc. I love our activities.

How do you stay mentally/physically healthy?

I feel content here. I have wonderful friends to be with. We have awesome food. I have felt so much better since I moved there. They help us get to appointments.

How are you staying in touch with family?

I don't have lot of the new gadgets. I have a GrandPad tablet with which we keep in touch. Also my telephone, as I don't have a cell phone. I visit with family most everyday.

What advice do you have for others?

My advice is if you want a wonderful place to live, move here. You are welcomed with open arms by wonderful staff, and awesome food and activities!



Darlene H.
Primrose Resident

Please call Jessica at (605) 225-7626 for more information and see why our families say... *this is living!*



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The Future of Human Capital is Already Here

Demands from personnel, clients and executives who all insist on greater efficiencies are just a few of the challenges faced by employers today; specifically, the Human Capital (HC) department. Additionally, the role of HC has expanded from being only a transactional department in the organization tasked with filling open positions, etc. Today, the HC department is involved in all aspects of the business. (If your HC department is not included, it certainly should be.) When we visit with current and potential employers in and around Aberdeen the overwhelming number one item of concern is the availability of employees. What if we told you there is a way to cut down on the number of open positions you have currently and will have in the future? Well, there is, so keep reading!

Over the past several months we have discovered a consistent issue within organizations we have spent time with. If this issue is dealt with accordingly, employers will enjoy a much better recruitment and retention rate of its employees. The problem: business strategy does not align with HC practices within the business. Seems simple, right? Then why is this issue highlighted by employees over and over as being the biggest challenge within their place of employment? Let us take a look.

A truly effective HC system will involve the employees in strategic decision making from the start of the process. Often times, management will provide a token discussion with employees after management has already decided the strategic direction of the organization. This approach is actually worse than not including the employees at all! By including employees, the employer will foster engagement and empower their staff. All studies point to significantly higher performance within the day-to-day activities of the business and this approach will also create a high level of loyalty.

Furthermore, a major component of the business strategy with an organization should be the creation of corporate culture. Involving the employees in your organization's development of the corporate culture strategy is vital and a must; however, we have seen over and over this is not taking place. Why is this so important? In a recent study, 43% of current employees stated they were looking for a different job. The main reason – lack of corporate culture. What is corporate culture and why is it so important?

A recent article from the SHRM organization answers this question perfectly; "A strong culture is a common denominator among the most successful companies. All have consensus at the top regarding cultural priorities, and those values focus not on individuals but on the organization and its goals. Leaders in successful companies live their cultures every day and go out of their way to communicate their cultural identities to employees as well as prospective new hires. They are clear

about their values and how those values define their organizations and determine how the organizations run."

By living the culture day in and day out and involving employees at all levels in the manifestation of this culture, positive outcomes will be the result. Innovation, retention and organizational effectiveness are just a few examples of constructive results. When bringing on a new employee, have a great onboarding program. Reward existing employees when they do magnificent things within the organizational culture. Communicate – not for the sake of communicating but communicate with a purpose.

All of this effort will yield a significant return for your organization. Think about this for a second – a recent study by the Gallup Organization yielded the following: "Polls estimate that if companies could get 3.7 percent more work out of each employee – the equivalent of 18 more minutes of work for each eight-hour shift – the gross domestic product in the US would swell by \$355 billion, which is twice the total GDP of Greece."

Let us look at an example:

- Business XYZ has 95 employees with 5 current open positions, so full employment would be 100.
- 5 open positions at 40 hours per week is 200 total work hours missing each week.
- 95 current employees –
 - 5 shifts per week at 8 hours each for every employee = a total of 475 total shifts per week; 3800 working hours and 228,000 working minutes
 - If XYZ business can get 18 more minutes of productivity out of each shift that yields a total of 8550 additional work minutes each week from the 95 current employees. This equates to 142.5 hours of work each week or the equivalent of 3 ½ employees.
- Now the business needs to add only 2 employees rather than 5.

This might not look like much but when you consider on average it costs a business about \$4,100 to hire a new employee (and the position is open for an average of 42 days). Additionally, depending on skill sets, it takes an average of \$1,075-\$5,000+ to train a new hire. When you total this all up, doesn't the option of spending a little time and effort on corporate culture look much more appealing?

If you feel your business is challenged with anything related to what I described above, feel free to reach out. The ADC offers free and confidential consulting to all businesses no matter the size. For information or questions please contact our office at 605-229-5335 or check out our website at www.adcsd.com.



Mike Bockorny
Chief Executive Officer, Aberdeen Development Corporation

Aberdeen Arts in the Park



Stacy Braun
Executive Director,
Aberdeen Area Arts
Council



We missed seeing everyone last year and are looking forward seeing you at the 45th Arts in the Park sponsored by the Aberdeen Area Arts Council. This free, family friendly event is held in beautiful Melgaard Park on June 19-20. This festival offers arts, crafts, food and entertainment for the entire family. The hours for the festival are 10 a.m. to 6 p.m. on Saturday and 10 a.m. to 4 p.m. on Sunday. For more information, visit www.AberdeenAreaArtsCouncil.com or call the Aberdeen Area Arts Council at 605-226-1557.

Military Appreciation



Declared by Congress in 1999, National Military Appreciation Month (NMAM) is celebrated every May and encourages U.S. citizens to observe the month in a symbol of unity. NMAM honors current and former members of the U.S. Armed Forces, including those who have died in the pursuit of freedom. There are more military related observances during the month of May than any other month, so it is an appropriate time to celebrate the men and women in uniform. During May, we recognize Loyalty Day (May 1), Silver Star Service Banner Day (May 1), Military Spouses Day (May 7), VE Day (the end of World War II in Europe on May 8, 1945), Children of Fallen Patriots Day (May 13), Armed Forces Day (May 15), and Memorial Day (May 31). Show your support on social media with #MilitaryAppreciationMonth.

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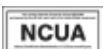
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