

PROGRESS

MAGAZINE

MAY/JUNE 2018



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BORNS GROUP 

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Taha Saif, MD
Sana Khizer, MD
Bobby Goeman, CPNP

When you hear the phrase **“The Perfect Blend”**, your mind may automatically go to coffee. After learning more about everything the Borns Group does, and how well they do it, you will understand why **“The Perfect Blend”** is the perfect tag line for them.

What is The Perfect Blend?

Yes, Borns Group is about mail, print, graphics and marketing. But more importantly, they are about people and relationships. It’s the blend of all these things that makes Borns Group one of the best-kept secrets in Aberdeen. Founded in 1991 in Watertown by Virgil Borns as a mail pickup business, Professional Mailing and Marketing expand to Aberdeen in 1996. Rebranding themselves in 2012 as Borns Group, they are now a company 60 strong (23 of those employees are in Aberdeen) in five locations (Aberdeen, Watertown, Sioux Falls, Minneapolis and Boston).

A quick tour of the Aberdeen location is all it takes to see what a well-oiled machine this company is. There’s a lot happening in a relatively compact space with an obviously well-trained crew. Letters, envelopes, postcards and more glide through machines in a harmonious display of precision, all to save their clients time and money. As all good companies do, Borns Group has made plans for the future by acquiring land for expansion. Not if, but when, it’s needed.



Lee Borns
Vice President

“Our company is our people...”

A PARTIAL LIST OF THE DIFFERENT MARKETS IN THE BORNS GROUP’S NATIONWIDE CLIENT BASE:

- Contractors
- Community & Service Organizations
- Education
- Finance
- Government
- Healthcare
- Insurance
- Manufacturing
- Media
- Newspaper & Circulations
- Public Utilities
- Recreation
- Religion
- Retail
- Nonprofit



BORNS GROUP BY THE NUMBERS:

- 27 years old
- 60 employees
- 5 locations
- 2 production facilities (Aberdeen and Watertown)
- 1,500 clients in 50 states
- 350,000 pieces of mail processed per day
- 3rd largest mailer in South Dakota & North Dakota
- 6 years ago, acquired VDM (Vital Data Management), their nonprofit division

TRIVIA QUESTIONS:

1. Since 1996, how many days has mail NOT gone out at Borns Group?
2. What age group best responds to direct mail marketing?

(Answers found on page 21)

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Hockey Teaches Life Lessons



Gail L. Ochs
President, IOM
Aberdeen Chamber

As I write this article, I am preparing to head to Boston, MA to watch my youngest daughter Madyson, compete in the USA Hockey Youth Nationals. This will be her last competition as a high school hockey player and a culmination of

over 10 years of dedication to the sport of hockey. Once back, it will be a whirlwind of end of year activities, with her high school graduation in May.

I'm not sure if I have grasped yet what it will mean to be an empty nester once she starts college this fall. It will certainly be different after years of running to practice and weekend hockey tournaments with not only Madyson, but my other children as well. But, it has definitely been worth it as hockey has certainly shaped the young woman that she is today.

Hockey teaches young people incredible skills that are not only important for the sport, but are important qualities I believe we all want to instill in our children:

They are taught responsibility. Players are responsible for being on time for practice and making sure they have all the equipment they need to play. Each player is also responsible for how they play during a game and how their efforts affect their team

and the game. They learn to accept responsibility if they make mistakes and then learn from them.

They are taught to work hard. Hockey players commit to hundreds of hours practicing and playing games. They get knocked down and get right back up. They get pucks shot at them – leaving really big, ugly bruises. Of course, the hockey girls I know love to compare bruises and show them off like badges of honor!

They are taught the importance of teamwork. They encourage and support each other and build each other up if they have missed a goal or a shot. They know that they only succeed when the players around them do as well. They learn their own strengths and weaknesses and step up or away when necessary.

They learn the importance of respect. Players must trust and respect their coaches and listen to them in order to learn the game and better themselves as players. They are taught to respect the referee's decision, whether or not they agree with it. They shake hands with their opponents at the end of each game, whether they win or lose.

They learn how to set goals. Hockey players know they need to practice in order to become stronger players. Setting a goal, and then working hard to achieve it develops a strong work ethic that will be beneficial for years to come. They learn how to make the most out of each opportunity they are given.



These are only some of the many positive life lessons one can learn from hockey and I know that Madyson has learned throughout her career. She recently was honored to receive the 2018 Hobey Baker Award for the Lady Cougars and the 2018 Girls Varsity Sportsman of the Year Award during the SD State Hockey Tournament.

I can't tell you how extremely proud I am of this girl and the example she has been to her teammates and to everyone around her. She plans to go to Northern University and major in business to hopefully own and operate her own bakery one day. I know that she will use the skills that she has learned from her hockey experiences everyday of her life.

PICP COMMITTEE BEAUTIFICATION RECOGNITION



March – Central Villas
1901 S Merton St



April – Hospitality Services
821 Circle Dr

The Real Value of Chamber Membership: Credibility



Eric Brenner
2018 Chamber Board Chair
Owner, Alliance Contracting

Recently I read a research study by the Shapiro Group entitled The Real Value of Joining a Local Chamber of Commerce. I have my own thoughts about the value our Chamber brings to Aberdeen and the surrounding area, but I was interested in possibly learning

new perspectives about this centuries-old institution. (Yes, centuries. Per Wikipedia, the first chamber of commerce was formed in Marseille, France, in 1599.)

This study was broken down into four different areas. Here are the most interesting statistics and pieces of information I collected from each area of the study.

Chamber Membership as a Business Strategy

1) Most consumers (59%) think that being active in the local Chamber of Commerce is an effective business strategy overall.

2) Seven out of 10 consumers believe Chamber involvement is an effective strategy for enhancing a business' reputation and for demonstrating that it uses good business practices.

Chamber Impacts and their Causes

1) When consumers find out that a company is involved with its local Chamber, they are 19% more likely to think favorably of that company.

2) When a consumer thinks more favorably of a company because it is a member of It's local Chamber of Commerce, it is because he or she infers that the company is trustworthy, is involved in the community, cares about its customers is successful and is a leader in the business community.

Impact on Large Businesses

1) When consumers know a large business is a member of the Chamber, they are likely to patronize the company more often, to express favorable opinions about the company, to know more about the company and to buy the company's products.

2) When consumers know that a restaurant franchise is a member of the Chamber of Commerce, they are 50% more likely to eat at the franchise more often.

Impact on Small Businesses

1) When consumers know that a small business is a member of its local Chamber, the business enjoys a 44% increase in its consumer favorability rating, a 51% increase in consumer awareness, a 57% increase in its local reputation and a 63% increase in the likelihood that consumers will patronize the business in the future.

To read the entire study, go to aberdeen-chamber.com, click on "Why Join" tab at the top of the home page and then "The Real Value of Joining a Chamber of Commerce".

What's my big takeaway? Confirmation of what I have known all along. Being an active member of your local Chamber of Commerce brings credibility to your business. There are numerous other "underlying" benefits of being a Chamber member. To find out more, please contact Bea Fischer at bea@aberdeen-chamber.com or 225-2860.

SOCIAL NETWORKING WITH THE CHAMBER

The Aberdeen Area Chamber of Commerce is on Facebook and Instagram. Connect with us by searching for Aberdeen Area Chamber of Commerce.



2018 Chamber Leadership

Executive Board

Eric Brenner, Chair	Alliance Contracting
Dawn Williams, Chair-Elect	SD Dept. of Labor
Jack Hollinsworth, Vice-Chair	JDH Construction
Jeff Poppen, Treasurer	Sanford Aberdeen Medical Center
Robert Goscicki, Secretary	Aberdeen Federal Credit Union
Dr. Marje Kaiser, Past Chair	SDSBVI

Staff

Gail Ochs	President
Bea Fischer	Director of Member Services and Events
Lisa Anderson	Director of Public Relations, Committees and Programs
Scott Eisenbeisz	Finance Manager
Korine Grismer	Administrative Assistant

Full Board

Brett Deibert	Farm Credit Services of America
Dr. Timothy Downs	Northern State University
Kellie Ecker	SD Mfg. & Tech. Solutions
Justin Feickert	Midstate Group
Julie Fischbach	Mainstream Boutique
Todd Forkel	Avera St. Luke's
Matt Prehn	Midstates Group
Cody Roggatz	City of Aberdeen-Regional Airport
Katie Washnok	Blackout Industries
Dr. Sandra Welling	Presentation College
AJ Hoffman, CVB Board Liaison	SoDak Sports
Jim Kreber, ADC Board Liaison	Wooden Mallet
Mike Bockorny, Ex-Officio	Ab. Development Corp.
Shelley Westra-Heier, Ex-Officio	Ab. Downtown Association
Casey Weismantel, Ex-Officio	Ab. Area CVB

www.aberdeen-chamber.com • 605.225.2860



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The Team May be Done, but NSU is Just Getting Started



Dr. Timothy M. Downs
President,
Northern State
University

This year's men's basketball team accomplished a goal they didn't even know existed. In addition to competing for a national championship, they set the stage for what is to come at Northern State University and they took an entire

region along with them.

Throughout my time as president of Northern, I've continually used the phrase "enhancing the student experience." The basketball team's run to an NCAA National Championship game is exactly the kind of experience our community and university deserve. For three epic nights in March, more than 9,000 combined fans – made up of alumni, faculty, staff and students – took part in an experience that none of us will or should ever forget.

People from around the nation



cheered on the Wolves; in fact, the NCAA reported more than 1 million people watched the championship game. Combined with hundreds of thousands of social media impressions, billboards throughout Sioux Falls, email campaigns to prospective students and coverage from news outlets across the region,

this was the most comprehensive and far-reaching exposure our university has ever come across.

We cannot expect every season or team to produce these results; that is the nature of sports. We can expect our teams to compete every game and our fans to support them – just like they've always done. But there are many other ways you, as a fan, can support our teams and the university in addition to buying tickets and showing up for games. You can buy officially licensed Wolves gear and wear maroon and gold every Friday. You can donate to the Educational Impact Campaign (educational-impact.com) or support scholarships via the Foundation.

However you're able to show your support, now is the time.

We just broke ground on our Regional Science Education Center and the Athletic and Recreation Fields. Great Plains East and West, our second and third new residence halls, will open their doors to 299 students this fall. Our educational partner, the South Dakota School for the Blind and Visually Impaired, will soon unveil final architectural concepts for its new building.

Northern and the community of Aberdeen are on the verge of unleashing their potential. The Northern we've all been accustomed to is about to change, becoming even better. This is what I dream about: a Northern that continuously produces even more high-quality, skilled graduates who stay local and help grow our economy; serving as the next generation of leaders in our community.

I don't believe I'm alone in this dream.

Our men's basketball team fought through adversity and showed a level of determination and grit that is synonymous with our community. They also showed us a path toward a higher level of success that we can all strive to achieve.

Words cannot describe the immense pride I felt while standing on the sidelines, cheering on our Wolves. Thank you, Wolves Nation, for coming out in droves to support Northern and our student-athletes. Thank you for showing the state and nation what we're all about in Aberdeen.

Go Wolves! #NeverDone

Save The Date!



Friday, July 27th, 2018
Lee Park Golf Course
Shotgun start at Noon
Registration & Lunch at 11am

Changes Coming to Brown County Relay for Life

We have big changes for Brown County's Relay For Life this year! It will be the same fun, inspiring community fundraising event you have always known but the format is going to be a bit different. This year's events

will still take place at the Holum Expo Building starting at 6pm on June 1st and end at midnight that night. The 2018 Survivor Dinner will take place prior to opening ceremonies at the Odde Building on June 1st at 6pm. In past years the event went all night long into the next morning. Even though it is a shorter event, it is important to remember that the three key moments will still be a large part of the evening and their significance hasn't changed.

Opening Ceremony: Celebrating the courage of our guests of honor. The Survivors are Relay For Life's guests of honor. They are the people who have overcome cancer or who are still undergoing treatment. We pay tribute to them and celebrates their courage. The Survivors walk the first



lap of the Relay For Life - encouraged by their families, friends and all participating teams. Caregivers are all the people who have supported those affected by cancer in their fight against the disease. Caregivers join the Survivors for the second lap. This marks the start of the Relay For Life. It is at the same time a celebration of the battle won against the disease, a gesture of hope sent to the people affected by cancer and their families, and a way of thanking all the people who have given them help and support.

Luminaria Ceremony: Remember Together. Anyone can make a donation toward a luminaria on which a name can be written or decorated in honor or in memory of someone. The luminarias are then placed along the

track and lit when night falls. Each light is a sign of hope, consolation and memory. The Luminaria Ceremony has a triple symbolic purpose: to commemorate the people who have passed as a result of cancer; to support those suffering from cancer; to celebrate the people that have overcome the disease.

Closing Ceremony: Everybody celebrates the final lap together. The closing ceremony is a time to celebrate all that has been accomplished and recognize all those that give their time and talents to make Relay For Life successful.

If you are a survivor or are interested in becoming a part of Relay For Life, please contact: Jennette Kriz at Jennette.kriz@cancer.org or call 605-252-6621

Men's, Women's Cross Country at Presentation

The Presentation College Athletics Department is excited to welcome cross country runners to campus beginning in the Fall Semester of 2018. The Saints have recently added Men's and Women's Cross Country to its roster of sports programs and recruitment is in progress.

Men's Basketball Coach, Jeremy Reigle, is leading the recruiting efforts for the new programs. "I am excited to see cross country be added as a varsity sport, and am really looking forward to the opportunity to lead the program," he said.

"With the recruiting efforts being led by Coach Reigle, I am confident that we will be able to build a competitive cross country program

at the NAIA level at Presentation College," said Athletic Director, Greg Heier.

Men's and Women's Cross Country will be the 9th and 10th varsity programs at Presentation College. The Saints currently have eight varsity sports including Men's and Women's Basketball, Men's and Women's Soccer, Softball, Baseball, Volleyball and Football.



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Jen Benker Author, Artist, Author & Speaker	Michael Hyatt Author, Speaker and CEO of Michael Hyatt & Company	Caryn Lehrenz First Female F-16 Pilot, Speaker & Trainer	Joe Turn Hall of Fame Baseball Manager	Tripp Crosby Coedian, Director & Host of Leadercast 2018

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Eisenbeisz Named Finance Manager



Scott Eisenbeisz
Finance
Manager, Aberdeen
Area Chamber of
Commerce

My name is Scott Eisenbeisz and I am the new Finance Manager for the Aberdeen Area Chamber of Commerce. I am originally from Aberdeen. After graduating high school, I attended the University of South Dakota in Vermillion, majoring in Health Services Administration. After working for 10 years, I decided to obtain my Masters in Business Administration from the University of Sioux Falls. I have over 20 years of experience in healthcare management and finance. My wife, Andrea, is owner and operator of Paetznick-Garness Funeral Chapel in Groton, SD. I am also a step-father to Nolan who just turned seven. When we are not working we enjoy pool time.

Training Calendar



THE TRAINING PLACE

- May 2nd - QuickBooks Workshop: The Basics (9:00-12:00), Inventory & Payroll (1:30-4:30)
- May 21-23rd - CDL Classroom (5:00-9:00pm)
- June 25-27th - CDL Classroom (5:00-9:00pm)

Power Hours

- May 9th - Email & Computer Security for Small Businesses, Rob Honomichl, Dakota State University
- May 23rd - Marketing on a Budget, Hannah Walter, Instructor of Marketing at Northern State University
- June 12th - Mid-Year Business Check Up: Finance, Presenter TBD
- June 27th - Mid-Year Business Check Up: Operations, Presenter TBD

For more information or to register, call Jill at 229-5335 or visit www.adcsd.com/EducationalOpportunities.



CPAs & BUSINESS ADVISORS

- May 8 - Dealership Insight Series – Succession Planning: Are You Prepared?
- May 17 - Tax Trends Webinar Series – IRS Trouble – Penalty Abatement Resources
- May 22 - Tax Trends Webinar Series – Going Global – Key Considerations in International Expansion
- June 8 - Dealership Insights Series – Tax Reform: What it Means for Dealerships
- June 12 - Getting What You Expect: Establishing and Managing Expectations for Your Vendors
- June 19 - Tax Trends Webinar Series – Accounting Method Developments and Opportunities
- June 21 - Tax Trends Webinar Series – Global Mobility Considerations
- June 28 - Advisor Insights Series – Accounting Method Developments

To find out more, go to www.eidebailly.com/insights/events.

CHAMBER BIG DATES

Ag Committee

- Thursday, May 17, Noon, SDSU Extension
- Thursday, June 21, Noon, SDSU Extension

Ambassadors

- Tuesday, May 8, Noon, TBD
- Tuesday, June 12, Noon, TBD

Better Block Project

- Friday, May 11, 5 pm, Downtown Aberdeen
- Saturday, May 12, Noon, Downtown Aberdeen

Business After Hours

- Thursday, May 10, 5:15 pm, Clark Engineering
- Thursday, June 14, 5:15 pm, Borns Group

CART

- Thursday mornings every week, 8:30 am, Chamber

Chamber Executive Board

- Thursday, May 10, Noon, Chamber
- Thursday, June 14, Noon, Chamber

Chamber Full Board

- Wednesday, May 16, 8 am, Chamber
- Wednesday, June 20, 8 am, Chamber

Community Affairs Committee

- Thursday, May 3, Noon, Best Western Ramkota
- Thursday, June 7, Noon, Best Western Ramkota

Diplomats

- Thursday, May 10, 3 pm, Chamber
- Thursday, June 14, 3 pm, Chamber

Golf Scramble

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

Health & Wellness Committee

- Wednesday, May 2, 8 am, Chamber
- Wednesday, June 6, 8 am, Chamber

Leadercast

- Friday, May 4, 8 am, Dakota Event Center

Military & Veterans Committee

- Tuesday, May 1, Noon, National Guard Armory
- Tuesday, July 3, Noon, National Guard Armory

Northern Plains Livestock Show

- Friday, June 8, Brown County Fairgrounds
- Saturday, June 9, Brown County Fairgrounds

Partners in Community Pride Committee

- Friday, June 1, 9 am, Chamber

The Connection (Disability Task Force)

- Wednesday, May 16, 2 pm, TBD
- Wednesday, June 20, 2 pm, TBD

Transportation Committee

- Tuesday, May 29, 3:30 pm, Chamber

Workforce & Education Committee

- Wednesday, May 16, 3:30 pm, ARCC Alumni Room
- Wednesday, June 20, 3:30 pm, Chamber

The Chamber office will be closed the following days:
Monday, May 28th for the Memorial Day holiday
Wednesday, July 4th for the Independence Day holiday

Bush Foundation Awards \$20K Grant to the Aberdeen Area Diversity Coalition

The Aberdeen Area Diversity Coalition has received a \$20,000 grant from the Bush Foundation to involve Aberdeen in bushConnect 2018, a day-long conference in Minneapolis on October 1, 2018.

The Bush Foundation selected the Aberdeen Area Diversity Coalition (AADC) to recruit up to 25 people from the Aberdeen area to attend the bushConnect Conference. The Conference will host 1,200 community leaders from the Dakotas, Minnesota and Native Nations that share the same geography. "The ultimate goal of bushConnect is to make our region more innovative and resilient," writes Megan Forgrave, Communications Program Manager.

According to the Bush Foundation, the goal of bushConnect 2018 is to "build stronger and more meaningful connections among networks of leaders in our region to better equip people to lead change." The theme of this year's bushConnect event is working across differences.

"This grant invites Aberdonians to expand their understanding and skills to collaboratively work across differences," said Dr. Naomi Lude-man Smith, chair of the Aberdeen Area Diversity Coalition. "The Coalition is pleased to have this opportunity to help bring together Aberdeen stakeholders committed to building a stronger community."

The Aberdeen Area Diversity Coalition is a 501c3 volunteer organization dedicated to creatively connect Aberdeen's diverse cultures. The 25 stakeholders represent businesses, manufacturers, crop processing plants, law enforcement, the Chamber of Commerce, Native health services, housing and labor agencies, education, healthcare, ESL schools, places of worship, human services agencies and the library.

Interested individuals and organizations from the Aberdeen area who would like to participate in this opportunity should contact the Coalition at AberdeenCoalition@gmail.com.



Application deadline is June 1, 2018.

Attendees selected to participate in bushConnect 2018 will participate in pre-event training to increase their self-awareness on interacting with different cultures, races and religions. Following the Conference, participants will present a report about their learning.

The Bush Foundation grant covers Aberdeen's attendees pre-event training, and costs for travel and accommodation.

Signs of the Times



Tanya Holzer
Avera St Luke's and
2018 Leadership
Aberdeen Participant

As a member of the Leadership Aberdeen Class of 2018, I can speak to the difficulty of choosing a class project that would benefit the city of Aberdeen, the people of Aberdeen and have the project doable in our 3-month timeline. As a class

we ended up choosing a project that would address the restoration and rehabilitation of select original pieces of advertisement art in the commercial historic district of Aberdeen (aka ghost signs). As a bonus, we decided to team up with our talented local artists, as well as high school & college art students, to restore this existing advertisement art to close to original condition.

Our class chose five potential sites. We then presented our proposal to the South Dakota State Historical Society, the Aberdeen Downtown

Association, the Aberdeen Design & Appearance Committee and the building owners. Approval has now been obtained from each of those entities.

Our next step was to secure funding for our project. A Facebook page was created to get the word out and search for potential donors. We have had a phenomenal response from the community. The three levels of sponsorship are as follows:

Master Sponsor	\$1,000.00
Prime Sponsor	\$500.00
Classic Sponsor	\$250.00

With each sponsorship will come Facebook Recognition by the Aberdeen Area Chamber of Commerce, name and level of sponsorship displayed on a restoration plaque that will be visible downtown and permission to use the image of the sponsored mural for marketing purposes for a specified amount of time, depending on what level of sponsorship is donated. A few more perks are added for each level of sponsorship as well.



I feel quite confident in speaking on behalf of my fellow class members, this experience has been so enlightening and fun. It has given us the opportunity to meet great friends and build a strong networking support group. Gail Ochs and Bea Fischer from the Aberdeen Chamber of Commerce are the fearless leaders of our class and we owe them many thanks for their help and guidance. We can't wait for our finished project to be on display for everyone to see. Signs of the Times will bring a historical and original aura to what is already a beautiful downtown.

MOCCASIN CREEK COUNTRY CLUB ADDS TWO NEW ASSISTANTS FOR THE 2018 SEASON

Assistant PGA Professional, Hannah Hendrickson, and Assistant Superintendent, Matt Kiefer, have joined the staff at Moccasin Creek Country Club.

Hannah will be taking over for former Assistant PGA Professional, Jon Murdy, who is now the PGA Head Professional of Lee Park Golf Course. Hannah is originally from Salina, Kansas. She attended and played collegiate golf at Wichita State University. Hannah is currently a Level 1 PGA Associate and has experience in tournament management, swing instruction and youth lessons, and she plans to complete her Professional Golf Management Program through Moccasin Creek. Hannah is also married to Northern State University football team's new Offensive Coordinator, Myers Hendrickson.

Matt Kiefer joins Moccasin Creek following six years of management at the Veteran's Memorial Sports Complex



Hendrickson



Kiefer

in Webster as well as the Youth Sports Coordinator at the Aberdeen YMCA. Matt, a Webster native, attended Northern State University, graduating with a degree in Sports Marketing & Administration. Matt has gained extensive Turf Management knowledge while operating the Veteran's Memorial Complex and will be bringing that expertise to Moccasin Creek.

MIDSTATES GROUP AND ANGUS MEDIA RECEIVE "BEST IN CLASS" AWARD FROM THE PRINTING INDUSTRY MIDWEST ASSOCIATION

Midstates Group, Aberdeen South Dakota and Angus Media, St. Joseph, Missouri will receive the "Best In Class" Star of Excellence Award for

outstanding achievement in the Magazine category at this year's Printing Industry

Midwest (PIM) Association's annual Star of Excellence Awards on April 26th. Midstates Group and Angus Media were honored with the prestigious award for production of the December 2017 edition of Angus Journal, the official publication of the American



Quality Quick Print logo with website information: QQP is a Midstates Group Company. MIDSTATES GROUP www.midstatesgroup.com

Angus Association with over 13,000 paid subscribers.

Competing against entries from printing and graphic arts firms throughout the Midwest including North Dakota, South Dakota, Nebraska, Minnesota and Iowa, Midstates Group and Angus Media are being recognized by PIM for excellence in production and print communications by producing the best in print media.

"We are blessed to have a strong and creative partnership with Angus Media and are honored to have been chosen to produce the Angus Journal. We are grateful to be recognized by the industry as two companies that produces top quality award-winning materials," stated Justin Feickert, Vice President and Owner, Midstates Group. "This was a close competition with a very impressive standard of entries. I think I can say without a doubt that both Angus Media and Midstates Group are very proud of this achievement and the excellent work done by our employees."

Award to be presented during the Star of Excellence Awards, April 26th in Minneapolis.

For more information, contact Justin Feickert at (605) 725-4723 or justinf@midstatesgroup.com

Our Hometown Library



Dr. Chiara Wang
Aberdeen Parks & Rec and Member of the Workforce & Education Committee

Our Aberdeen Public Library currently provides several programs for residents of various needs as well as enrichment classes for all.

There is a separate area of the library, 'A Place' where laptops and i-pads with several language software programs are located.

Library patrons may spend longer than an hour to work on job applications on-line as needed in the "A Place". There are also thirty other computers and laptops throughout the library that are available for patrons to use at any time. Shirley Arment, Director of the Library spoke proudly of one of the newest programs "Conversation Circles", which made its debut on March 1. This is a program where native speakers of English meet with residents who would like to practice speaking English. Each conversation

session lasts for 30 minutes to an hour. Right now there are speakers of Somalia, Spanish and Chinese that are participating in this exciting language program.

Library staff member Hannah Lagerquist visits Aberdeen area assisted and independent retirement homes and apartments regularly. The Armchair Traveler's Program brings geographic encounters to residents there through travelling video and history accounts of the target destinations. In December, she visited with the residents and they read Christmas stories together. Moreover, any homebound residents may apply to the library for delivery of books (of large print if available), CDs and DVDs.

In the first year of operation in the new location, Aberdeen Public Library is now equipped with a full-size kitchen, small and large conference rooms, as well as a computer lab that can seat 15-20 people. Cooking clubs for adults, teens and children are actively meeting in the library. The participants cook all the food in

groups, the night of the club meeting. Assistant Director/Community Services Librarian, Cara Romeo, researches recipes and purchases the groceries for the club members. There is an \$8 fee per month per person. NSU's Confucius Institute presented a class on how to make Chinese dumplings to help the library celebrate the Chinese New Year in February. Avera St Luke's hosts a healthy cooking class called "Avera Talks" the 3rd Thursday of every month. Cooking with Essential Oils was a library program and there will be other library cooking programs in the future; Meal prep on a Budget, Canning your Garden, etc. The on-going computer classes taught by staff member Todd Branson have attracted corporate business employees and individuals who benefitted from basics and advanced skills in managing Facebook, Pinterest, Microsoft Excel and Word.

The library will be hosting a Fair on May 11th. Everyone is welcome to attend.

April Showers Make Way for Summer FUN in Aberdeen!



Casey Weismantel
Executive Director,
Aberdeen Convention & Visitors Bureau

April was a very busy month here in Aberdeen. With the YMCA basketball tournaments, All State Jazz Band, several bowling tournaments, and the return of the Coors Bull Riding Classic. While our unpredictable weather may cause challenges the staff of the Aberdeen

Area Convention & Visitors Bureau loves working with others to bring these events to Aberdeen.

National Travel & Tourism Week

While April was great, May and June are looking to be even better. May 6-12 is National Travel and Tourism Week. This week is dedicated to the travel industry and offers an opportunity to celebrate all the benefits travel holds

for our local economy, business and personal enjoyment. Our staff will use this week to visit our community partners and personally thank them for all they do to ensure every visitor has a great experience. It is the warm welcomes and helpful smiles that keep our visitors coming back to Aberdeen

New exhibits and rides at Storybook Land

We are very excited for the community and visitors to experience all the new features at Storybook Land. This park was already a "must see", and the addition of the new train and teacup rides and the flying monkey and wind tunnel exhibits will sure to be crowd pleasers. The Dacotah Prairie Museum is expecting! The Tiny Titans Dinosaur exhibit will make its debut in June. This project was a major undertaking for the museum staff. These new attractions will make a huge impression in Aberdeen. We hope you will have a chance to see them for yourself.

Group tours

May also marks the beginning of summer travel season. Aberdeen will see an increase of group tours in the next few months. These groups enjoy "seeing the sights" in Aberdeen and we enjoy searching for new places and businesses to highlight with these tours. If you think your group or business could provide an opportunity to showcase Aberdeen, please call the Aberdeen Area Convention & Visitors Bureau @ 605-225-2414.

Stay Connected

To stay up-to-date on all the great events happening in Aberdeen, connect with us on social media (@Aberdeen.SD, Aberdeen, SD Community Happenings) and check out our community calendar on our website VisitAberdeenSD.com or VisitAberdeenSD.com/Events to ad you own summer events.



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EQUAL HOUSING LENDER MEMBER FDIC

Chamber Celebrates National Ag Day

The Chamber's Ag Committee celebrated National Ag Day, March 20th, by spending time in two grocery stores to share giveaways and information with the shopping public. Patrons were given Beef Bucks and Pork Certificates to use towards their purchase of these items in both stores. Chamber volunteers staffed a table at Kessler's in the morning and Ken's in the afternoon. There was also a basket of grilling supplies given away at each location.

Special thanks to our sponsors who made this day possible – South Dakota Beef Bucks, South Dakota Pork Producers, Farm Credit Services of



America, First State Bank, Geffdog, Jakober Limousin & Wells Fargo Bank – and to Ken's and Kessler's for hosting us! We plan to make this an annual event and expanding it for 2019.



Check out Parks and Rec for Summer Fun

The Aberdeen Parks, Recreation and Forestry Department have been busy making plans for a wide variety of summer activities. The Summer Brochure is available now and is also posted online at www.aberdeen.sd.us/parksandrec. Online registration is available on website listed above, by phone at 605-626-7015 or at the Parks & Rec Offices. The Department offers many programs for youth of all ages. Tee ball, baseball, softball, tennis lessons, swimming lessons and the First Tee golf/Lesson program continue to be popular activities. Just a reminder that registration for all golf activities is done at the Lee Park Pro Shop.

The Aberdeen Recreation and Cultural Center (ARCC) offer the Discovery Program from preschool to 6th grade. It consists of a variety of fun activities relating to a theme topic through visual, performing, literary and cultural arts. The ARCC offers an extensive list of activities for Middle School aged youth as well as dance and theatre camps. In addition, the YAPatorium provides a great place for teens to spend the summer.

Summer fun starts with a visit to Storybook Land, where there are activities almost daily. Storybook Land Theatre performs on Tuesday mornings

as well as Wednesday and Friday nights beginning June 19. Their shows are truly fun for the whole family. There are also Storybook Land activities for youth on Mondays beginning June 4 and Friday mornings beginning June 22. Don't forget the Storybook Land Festival on Friday & Saturday, July 20 & 21.

Adults are not left out! The coed kickball league and tennis leagues are being formed and a variety of tennis lessons are offered. Golf lessons and leagues continue to be extremely popular. The ARCC offers several adult classes during the summer and the Aberdeen Area Senior Center has their Mystery Trip and a wide variety of special events planned. Don't forget to make time for a relaxing Thursday evening with the Aberdeen Municipal Band beginning June 14 at their new time of 7:30 pm. It does not get much better than that!

The Aberdeen Aquatic Center provides great entertainment for the whole family, including grandpa and grandma. The zero-depth pool allows access even for non-swimmers. Three waterslides and the lazy river provide hours of fun. You can even rent the shelter for family picnics or the new cabanas!



A picnic at, or walk through, one of our many parks, a bike ride on our miles of trails or disc golf at Melgaard Park is a great way to enjoy the summer. The list goes on and on. Check out the summer brochure and sign up for one of our programs. Summer fun begins with the Aberdeen Parks, Recreation and Forestry Department!



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YAAAA AWARD (YOU ARE AN AWESOME AMBASSADOR)



Receiving the February "You Are An Awesome Ambassador Award" is Kim Bot (left) with Halo Branded Solutions. Presenting the award is the January winner, Renee Jarvis, with JDH Construction.



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NSU Ground Breaking Ceremonies

Northern State University held groundbreaking ceremonies for the NSU Regional Science Education Center and Athletic & Recreation Fields project on campus on Friday, April 13.





EVENTS ON MAIN STREET

FARMERS MARKET

ABERDEEN DOWNTOWN ASSOCIATION

MAIN STREET

CENTRAL PARK
MAY - OCTOBER
THUR 2:30 pm - 6:30 pm & the
2nd SAT of the MONTH 9:00 am - 12:00 pm

MAIN STREET DOWNTOWN ABERDEEN

Sizzlin'
SUMMER NIGHT'S
AUGUST 24 - 25

Warmer weather brings life to Downtown Aberdeen where you'll find fantastic shopping and services, amazing places to eat and special events happening all summer long.

The Aberdeen Downtown Association is gearing up for the Free Summer Concert Series that has brought fun and excitement to main street the past couple of years. We have three nights of concerts on tap that will showcase not only amazing headliners, great food and beverages will be on hand. As always, the event is free and all are welcome.

And just as the summer really gets heated up, you'll want to be ready for Sizzlin' Summer Nights. Once again Main Street will be lined with amazing cars, food vendors, music and a beer garden. This year event will also include a Friday night concert and beer garden so mark it on your calendar, for August 24th and 25th

But before all the summer fun hits main street we kick off our Farmers Market season on May 3rd at Central Park. Join us each Thursday just north of old Central High School to stock up on fresh produce, baked items, pasture raised beef, eggs, craft items and much more. The Farmers Market will run every Thursday from 2:30 pm - 6:30 pm in May through October and as well as the second Saturday of each month.

And what would summer be without Crazy Days in Downtown Aberdeen! Downtown businesses as well as other vendors will line the streets on Saturday July 14th to bring you the best sales of the year. Keep your eyes open for more exciting events from the Aberdeen Downtown Association as we show you why it's once again time for you to visit downtown Aberdeen!

Be sure to like us on Facebook and follow us on Twitter @DowntownABR and of course checkout our website www.aberdeendowntown.org for more information about these and other events. To speak to someone about how you can get more involved or how to become a member of the Aberdeen Downtown Association, contact Shelley Westra - Heier at 605-226-3441 or shelley@aberdeendowntown.org.

BROUGHT TO YOU BY THE ABERDEEN DOWNTOWN ASSOCIATION

MAIN STREET

**FAMILY
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FUN - FREE!**

June 14th

Avenger Joe

July 12th

The Dirty Word Band

Aug 9th

TBA



**ALL SHOWS
6pm - 11pm**

DEEN DOWNTOWN ASSOCIATION

2018 Chamber Week Highlights

Chamber Week 2018 was five days of fun and adventure, with the pirate-themed “Our Community, Our Treasure”. It all kicked off on Monday, April 9th, with an official proclamation by Mayor Mike Levsen. Forty treasured Chamber members were visited by Chamber staff and volunteers on Tuesday and Wednesday. Those 40 businesses were entered into a special drawing during Business After Hours on Thursday evening, which was free to Chamber members. Congratulations to Titles of Dakota, Eframson Electric, JDH Construction, NECOG, LSS, Smile

Solutions and Aberdeen Health & Rehab on winning those prizes! In addition to the week’s fun and activities, several businesses took advantage of the half price membership special, which was going on all week. A special thank you to Dacotah Bank for hosting Business After Hours, Primrose Retirement Community and Van Meter Entertainment for providing the “party buses” and all the volunteers who took time out of their schedules to help us celebrate Chamber Week 2018!



Northern State University



Northeast Council of Governments (NECOG)



Midwest Credits Inc.



JDH Construction



Insurance Plus



Huff Construction



Helms & Associates



Hangar 9



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Woltman Group



Titles of Dakota



Town and Country Building Supply



The Oil Room



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Artz Equipment



Airport Travel Center & Cafe



Aberdeen Health & Rehab



Lutheran Social Services

Way To Go!!

Trivia Question Answers (from pg. 3):
1. 3
2. 18-24



The Economic Census – Data You Can Use



Kelly Weaver
Regional Director,
Small Business
Development Center

The Census conducted every 10 years to count the population in the United States is fairly well known. Did you know that an economic census occurs every 5 years to collect business data?

The Economic Census is the official five-year

measure of American business and the economy conducted by the U.S. Census Bureau, and response is required by law. The 2017 Economic Census is underway.

Select businesses have already been contacted to participate in the 2017 Economic Census. On May 1st, the actual survey link will be sent

with a response due by June 12th. The Economic Census will mail out information to nearly 4 million businesses in all sizes, locations and industries. Approximately 14,000 South Dakota businesses were involved in the 2012 Economic Census so likely you or someone you know will be participating.

Companies will be asked to report their 2017 year-end numbers for each business location, including sales or revenue, employment, payroll, and industry-specific information. By law, all responses are kept confidential and company data are used for statistical purposes only.

So why is this important? The Economic Census serves as the most comprehensive source of data related to business activity. Results from the Economic Census are free and Census data is used extensively

by businesses to understand their industry, to see how their business measures up, or to decide where to locate a new business.

Current economic data is readily available at www.census.gov. Also check out these two user-friendly products:

- Industry Snapshot: www.census.gov/econ/snapshots/
- Census Business Builder Small Business Edition: cbb.census.gov/sbe/#

If you or someone you know have been asked to participate in the 2017 Census, we thank you for providing a valuable resource for the business community.

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) 626-2565 or kelly@growsd.org. The Center is hosted by GROW South Dakota.

Snodgrass Speaks at 4th Annual Lamont-Rhodes Lecture



Robert Preston
Assistant Professor
of Banking and
Financial Services
Northern State
University
Special to the Cham-
ber Ag Committee

The Chamber's Agribusiness Committee held its March meeting at Northern State University's Johnson Fine Arts Center, as committee members attended the Fourth Annual Lamont-Rhodes Lecture Series presentation. The speaker for this event was Eric Snodgrass, Direc-

tor of Undergraduate Studies for the Department of Atmospheric Sciences at the University of Illinois at Urbana-Champaign. In his presentation, Mr. Snodgrass discussed topics ranging from drought and growing season progress in Brazil/Argentina (including yield projections), to big agriculture trends in the US - especially in the northern Plains. He provided a brief analysis of the impacts of winter 2017 and an outlook for spring 2018 and a discussion about

potential prevent plant acreage.

Mr. Snodgrass concluded with a discussion on drought development in the central and northern plains and the long range forecast for summer 2018 (for the US, Europe, and China). Throughout the talk, he discussed weather threat from hail, floods, severe winds, and concluded with questions. Mr. Snodgrass was a highly energized, knowledgeable and dynamic speaker who provided the audience of nearly 400 bankers, farmers, businesspersons and students with an entertaining and educational discussion of the highly important topic of weather and its impact on South Dakota agriculture.

Lamont-Rhodes Lecture Series continues to provide the Aberdeen community with outstanding presentations on topics of great importance to the regional agricultural economy.

This is an annual lecture series made possible through contributions from descendants of longtime Aberdeen residents Ernest and Louise Rhodes, William and Frances (Peg) Lamont, and Robert and Ruth

Lamont. The Rhodes and Lamont families have a long history of providing financial services to South Dakota farms, ranches and small business.

It was with a view to preserve this history, that the Rhodes and Lamont family descendants have generously given gifts to the NSU Foundation to establish the annual speaker series. The annual lecture series is jointly sponsored by Dacotah Bank and Northern State University. Additional, the speaker series provides the School of Business an opportunity to highlight and promote the Banking and Financial Services program. This program offers undergraduate and graduate degrees in banking and financial services.



Eric Snodgrass

Leadership Aberdeen Graduation



The 31st class of Leadership Aberdeen graduated 31 participants on Tuesday, March 27th, at the Best Western Ramkota. Carl Perry addressed the class along with Megan Rosendahl with the Aberdeen American News, who was chosen

by her classmates to speak on behalf of the class. Chris Malsom with Avera St. Luke's received the Dale Stein Leadership Award.



Water Conservation in Your Landscape



Aaron Kiesz
City Forester,
Parks, Recreation & Forestry Dept.

Have you ever wondered if you are giving your trees, plants and grass enough water? In many cases, either too much water is being applied or not enough. With the significance of water conservation, it's important that we all continue to make adjustments

when it comes to irrigating our landscapes and gardens. Lawns or turf grass are where people apply the most water, and it's not always applied at the correct rate and amounts. I tend to see grass over-irrigated which is not only a waste of water, but tends to negatively impact other plant material, such as trees. In the Aberdeen area, we have heavy, clay based soils, especially in newer neighborhoods, where soils are highly compacted with very little organic matter. This basically means our soils don't drain well and can hold a lot of water. It's

important that you know what kind of irrigation system you have and how much water is being applied per hour. A good way to monitor how much moisture you have in your soil is to use a probe of some type, such as a long screwdriver. The top 6 inches of soil should be moistened after each irrigation cycle. After that, use your probe to determine when and how much water should be applied at the next irrigation cycle.

Healthy growing trees also require consistent moisture, including the younger ones. Trees that have been planted in the last 2-4 years must have consistent moisture to establish a healthy, productive root system. Using a probe is again the best way to monitor whether or not you need to adjust the amount of water being applied. Check the tree every few days by lightly digging down 6-10 inches to see what soil conditions are like. It shouldn't be muddy, and it shouldn't



be completely dry. Use this method to ensure you are getting enough water to the root zone. Using a light layer (2-3 inches) of woodchips or organic mulch also helps conserve moisture.

In some cases, choosing a more drought resistant grass, tree or plant can help with water conservation. Many times, over half the water we use during the growing season is applied outdoors.

Feel free to contact me with questions anytime at 626-7015 or aaron.kiesz@aberndeen.sd.us

Planning for the Future



Lynn Lander
Aberdeen City
Manager

The current federal Fixing America's Surface Transportation Act requires that the South Dakota Department of Transportation set aside 2 percent of the apportionments received from four primary federal transportation funding programs for transportation

planning and research activities. The South Dakota Department of Transportation has chosen to share a portion of these funds with local governmental units because the state highway system and local roadway systems intertwine throughout the state. The South Dakota Department of Transportation has established an application process to consider and determine what local planning activities

they wish to support by providing funding.

The City of Aberdeen recently submitted a request asking for planning funds to update the city master trail plan. The city was notified on March 9th that the city's application was approved to conduct a bicycle and pedestrian study in FY 2019 (Beginning on July 1, 2018). The original Master Plan was adopted in 1991 after twenty two months of effort by a 14 member task force to develop a comprehensive plan. During the same time period, the citizens of Aberdeen voted to impose a 1% sales tax for a twelve-month period to fund a wide variety of improvements at Wylie Park. These improvements in part included the construction of a recreational trail to Wylie Park and over two miles of trail within the park as a good beginning for the city master trail system. The Aberdeen Area Medical Foundation was one of the first organizations to commit and

actively promote trail development throughout the city. Other

organizations, businesses and individuals have also help develop and contribute to the trail system we have today. The current trail system is approximately 25 miles.

In 2016, the Park and Recreation Board conducted a statistically valid Community Attitude and Interest Survey to determine the citizen's priorities in regards to future improvement to the park system. The number one priority of citizens who responded was continued trail development. The recently awarded grant monies is a step towards additional trail development. The goal of the updated plan is to further enhance and identify the orderly development of safe and user friendly trails. The master plan update includes some of the following: show all bicycle routes (existing and proposed, on-street and off-street) connecting neighborhoods and other important community destinations, conduct a needs assessment to include soliciting public input on preferred trail routes, develop a bicycle signage system, and evaluate funding alternatives to implement the trail master plan.

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The **2018 Aberdeen Chamber Membership Directory and Resource Guide** has been distributed to members. If you didn't get yours, or you need additional copies, please stop by the Chamber to pick them up.



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Drug Addiction and the Americans with Disabilities Act



Kim Dorsett
Partner, Richardson, Wyly, Wise, Sauck & Hieb

The Americans With Disabilities Act (ADA) prohibits discrimination on the basis of disability in employment, state and local government, public accommodations, commercial facilities, transportation, and telecommunications.

Disability discrimination in the context of employment occurs when an employer, or other entity covered by the ADA, treats a qualified employee or applicant with a disability unfavorably because of the disability. While this law is well known to many employers, many are often unaware that the ADA covers drug and alcohol addiction as a protected disability.

The ADA specifically permits employers to ensure that the workplace is free from the illegal use of drugs and the use of alcohol. However, at the same time,

the ADA provides limited protection from discrimination to employees or applicants who are no longer using drugs illegally and are receiving treatment for drug addiction or who have been rehabilitated for addiction. This very issue was the subject of a lawsuit brought by the EEOC.

As highlighted in a press release, the EEOC commenced a lawsuit against car manufacturer Volvo Group North America (Volvo) after it refused to hire a laborer because he was a recovering drug addict in a medically supervised treatment program. In that case, the claimant had applied for a job, and Volvo made a conditional offer of employment. During a post-offer physical examination, the claimant informed the company nurse that he was taking medically-prescribed Suboxon, a prescribed drug used to combat heroin addiction. It was not disputed that the claimant had not used heroin for many years prior to his application. After learning this information, Volvo withdrew the conditional offer of employment on the grounds that they perceived the Suboxon as a narcotic

worse than heroin. In doing so, the EEOC maintained that Volvo violated federal law when it ignored the qualifications of an applicant, and wrongfully rescinded a job offer because he was a recovering drug addict in a medically supervised treatment program. The EEOC sought back pay and compensatory and punitive damages, as well as broad injunctive relief to prevent similar discrimination in the future. The case later settled with Volvo paying \$70,000.00 in monetary relief, among other terms and conditions.

By issuing this press release, the EEOC is warning employers to make hiring decisions based upon an applicant's ability, not on ill-founded fears or unwarranted biases about disabilities or addiction. All employers should be mindful of any hiring practices or employment policies which automatically exclude persons with alcohol or drug addictions from consideration for jobs or continued employment. Failing to do so may result in an unwanted visit from an EEOC investigator and a subsequent lawsuit.

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Your Story Can Change Policy



Kristi Noem
US Representative
(R-SD)

Never underestimate the power of your story to influence policy. It's advice I often offer those who ask what they can do to create change. Over the last month or so, dozens of South Dakotans have come to my Washington, D.C.,

office to do just that, for which I'm incredibly grateful. South Dakota soybean producers, for instance, dropped by as I was preparing for an international trade meeting with President Trump. They shared concerns about recent tariffs and potential countermeasures from the Chinese government, which I conveyed to the president.

Later that day, FFA students opened up about how ag education in middle school and high school can inspire more kids to come home to

farm and ranch. It's an idea I agree with wholeheartedly.

Veterans also stopped by in March, raising concerns about VA care and the state's mental health resources, while leadership from Ellsworth briefed me on the base's role in meeting America's long-term security needs.

Many of those visiting spoke about reforms within the education system - from early childhood education to graduate-level programs. School nutritionists discussed a bill I'm working on to grant them greater flexibility, ensuring kids have access to healthy, affordable and appetizing school lunches. Administrators from Hill City and elsewhere met with me about Impact Aid, a policy I support that helps make sure students in some rural areas have access to a good education. SDSU President Barry Dunn also updated me on the Wokini Initiative, which seeks to open more opportunities for tribal students to get a college degree. It's an incredible program that deserves support.

Others visited with me about their support for Israel, the lifesaving work of first responders like Black Hills Lifeflight, and the work of the timber industry to improve the health of our forests.

Workforce development and Medicare fee schedules were the topics of discussion during a meeting with South Dakota clinical lab managers, who are struggling to provide timely service in rural communities.

And the Chairman and members of the Sisseton Wahpeton tribe shared their need for a new Justice Center, which I support and Congress funded a few weeks after our meeting. Without it, they are forced to let criminals go free.

I am truly grateful to those who took the time to stop in. It means the world to me and helps me do my job as your representative. We have offices throughout the state as well, but if you're ever in Washington, D.C., please contact my office and let us know. I'd love to meet with you, give you a tour, or be a resource to you while you visit. I hope to see you soon.



Barnett Center Addition - Aberdeen, SD

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Chamber Golf Tournament
Monday June 11th, 2018
Moccasin Creek Country Club

The tournament kicks off at 11:30am with a shotgun start and wraps up with drinks and dinner served in the club house. Prizes are awarded for the first three places in three flights with a maximum of 36 total teams competing!

AND THIS YEARS THEME IS
Hawaiian
BEACH PARTY

A Race We Can and Should Win



John Thune
US Senator
(R-SD)

The United States has experienced numerous technological revolutions throughout its relatively short history that have been so monumental that life as Americans knew it would

never be the same. Henry Ford made automobiles and the assembly line a reality. Scientists helped American astronauts take "one giant leap for mankind." And U.S. innovators and academics played a pivotal role in making the internet as integral to our day-to-day lives as it is today.

It was Americans' desire to ask "what's next?" that led to each of these technological revolutions in the past, and it's already leading to those of the future. An easy example of this is the evolution in how we've consumed media over the last century and the technology that has allowed us to do it. We had books and newspapers, then radio and television, then color television, then VHS and VCRs, then DVDs and Blu-ray, and now with a few quick clicks, you can watch a movie from a wireless tablet on a chair in your backyard or on an internet-connected airplane at 30,000 feet.

When it comes to mobile broadband technology, in particular, of which media consumption is only one small part, I believe American innovators and entrepreneurs are at the doorstep of another "what's next?"

moment. I'm hopeful that lawmakers in Washington can help these new American pioneers cross the finish line faster and more efficiently, because if we don't win this race, another country will.

In early 2016, I introduced the Making Opportunities for Broadband Investment and Limiting Excessive and Needless Obstacles to Wireless (MOBILE NOW) Act, bipartisan legislation that would lay critical groundwork for the next generation in wireless broadband technology. At the time, I said the MOBILE NOW Act would be our passport to a 5G future of gigabit wireless connectivity, and I believe it now more than ever.

While the Senate Commerce Committee, which I chair, easily approved this common-sense legislation a few months later, it unfortunately didn't make it to the Senate floor before the end of the year. We were close, though, which is why I reintroduced the bill on the very first day of the 115th Congress in 2017. Our hard work and persistence paid off. The committee passed it again, and, as part of a larger legislative package, so did the full House and Senate. Our multi-year effort culminated with the president signing it into law.

Now that it's the law of the land, I hope we can move



quickly to cut unnecessary and overly burdensome red tape so U.S. innovators can continue to move the ball down the field. By deploying newer, modernized infrastructure, like small cell technology, and making more of it available for broadband, including inefficiently used government spectrum, the airwaves over which mobile communications travel, we can achieve these goals.

My hope is that as this new technological revolution continues to take shape, states like South Dakota can play a leading role in making it a reality. Some might say, "why South Dakota?" And to them, I say, why not? It's within reach.

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2018 CHS Hall of Fame Inductees Announced

The Aberdeen Public Schools Foundation is proud to announce the Aberdeen Central High School Hall of Fame Class of 2018:

Academics/Achievement

- **Dr. Gregory Lauver**, CHS Class of 1965
- **Dr. Thomas Mehlhoff**, CHS Class of 1974.
- **Dr. Bonnie L. Svarstad**, CHS Class of 1960

Athletics

- **Deb (Esche) Finnesand**, CHS Class of 1980

- **Taylor Mehlhaff**, CHS Class of 2004
- **Tevan (Wenbourne) Newman**, CHS Class of 2004

Fine Arts

- **Dr. Terry Beckler**, CHS Class of 1985
- **Rick Fulker**, CHS Class of 1972
- **Dr. Jane E. Palmquist**, CHS Class of 1975

Distinguished Service

- **Terry Small**, CHS 1967-1997

These ten individuals will be inducted into the CHS Hall of Fame during the banquet on Saturday, September 22, 2018, in conjunction with CHS Homecoming Week activities. Tickets for the 2018 CHS Hall of Fame Banquet will go on sale this summer.

The CHS Hall of Fame is a special project of the Aberdeen Public Schools Foundation. For more information, contact the Aberdeen Public Schools Foundation at (605) 725-7118 or visit the foundation website at <https://aberdeen.k12.sd.us/foundation>.

Aberdeen Named 3rd Best Small City in 2018

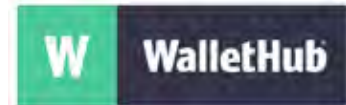
Aberdeen was named 2018's 3rd Best Small City to Start a Business in a recent study from the leading personal finance outlet WalletHub.com. Aberdeen's total score is 57.18, behind #1 Holland, Michigan, at 60.62 and #2 St. George, Utah, at 58.39.

To determine the most business-friendly small markets in the U.S., WalletHub compared more than 1,200 small-sized cities across 18 key metrics. The data set ranges from average growth in number of small

businesses to investor access to labor costs.

Starting a Business in Aberdeen (1=Best; 631=Average)

- 404th– Labor Costs
- 321st – Average Length of Work Week
- 378th– Average Revenue per Business
- 534th– Industry Variety
- 174th– Cost of Living
- 1st - Average Commute Time
- 117th - Office Space Affordability



- 233rd – Business Environment
- 132nd – Access to Resources
- 13th – Business Costs

To read the full study, go online to www.wallethub.com/edu/best-small-cities-to-start-a-business/20180.

Help Us Celebrate a Better Block

After months of planning, meeting and connecting with local community members, staff from the Better Block Foundation will be back in town May 9-12 to get our Better Block event up and running. Wednesday afternoon, Thursday and most of the day Friday will be spent working with volunteers to build, clean and place items for the event, which will take place from 5-9pm on Friday and 12-5pm on Saturday in the 100 block of South Main Street. There will be music, art,

food trucks, pop-up businesses and activities for children, like mini golf and a trampoline park. The public is invited to check out this temporary project and spend time downtown on May 11 and 12.



**BETTER
BLOCK** FOUNDATION

Better Block Community Event | May 11-12
100 Block of South Main Street

Everyone is welcome to attend!



welcome new members

South Dakota Foundation for the Blind and Visually Impaired

423 17th Ave SE, Aberdeen
605-626-2580
sdsbvi.northern.edu/foundation



The foundation is a nonprofit corporation founded in 1978 with the purpose of expanding social, recreational, and educational opportunities for students who are blind or visually impaired.

Catching Fireflies Boutique

DeAnna Hauge & Gina Sommers, Owners
304 6th Ave. SE, Aberdeen,
605-725-3473
www.catchingfirefliesboutique.com



Catching Fireflies Boutique

Boutique with affordable kids, women's and plus clothing along with accessories!

Wishbone's Smokehouse

Jennifer & Blaine Larson, Owners
20 6th Ave SW, Aberdeen,
605-725-9474
wishbonessmokehouse.wordpress.com



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Danger Von Dempsey's Pizza + Brewhaus

Sean Dempsey, Owner
1203 Main St S, Aberdeen
www.dempseybrewpub.com



Danger Von Dempsey's is going to be a pizzeria featuring Dempsey's award-winning pizza, calzones, and salads. They will also feature microbrews from the 2nd oldest brewery in SD.

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May is National Bike Month!



Jake Arechigo
 Manager, Profile by Sanford and Member of the Health & Wellness Committee

National Bike Month was established in 1956 and is celebrated in communities from coast to coast. Sponsored by League of American Bicyclists, National Bike Month is a

chance to showcase the many benefits of bicycling and encourage more folks to give biking a try.

Whether you bike to work or school, ride to save money or time, or pump those pedals to lose or maintain your health, National Bike Month is an opportunity to celebrate the unique power of the bicycle and the many reasons we ride.



Bike riding is one of the best cardiovascular activities you can do. A person can burn up to 250 calories in 30 minutes. One of the many benefits of cycling is to control or reduce weight. Biking 150 minutes a week

raises your metabolic rate, builds muscle, and burns body fat. Biking can also improve balance and coordination. If you're trying to lose weight, cycling must be combined with a healthy eating plan. Cycling is a comfortable form of

exercise as most people know how to ride a bike. Ask a family member or a friend to start biking with you during National Bike Month!

It's our business to take care of yours.



Avera St. Luke's Hospital Business Health offers services and programs aimed to increase productivity, employee morale and safety.

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- Occupational and educational programs
- Efficient, one point-of-contact for businesses



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 815 First Ave. SE, Aberdeen, S.D.
 605-622-5858 | AveraStLukes.org

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www.adcsd.com/the-workshop/



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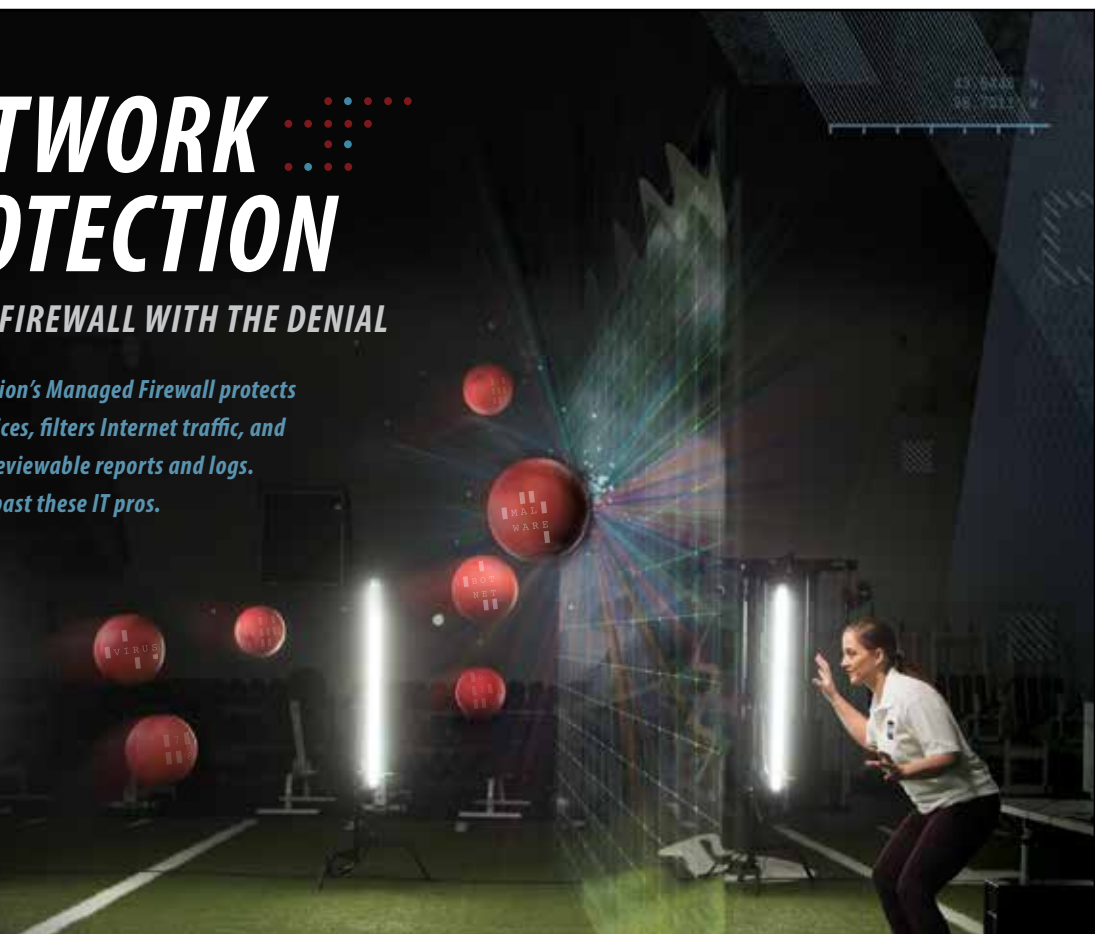
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