

PROGRESS

MAGAZINE NOVEMBER/DECEMBER 2018



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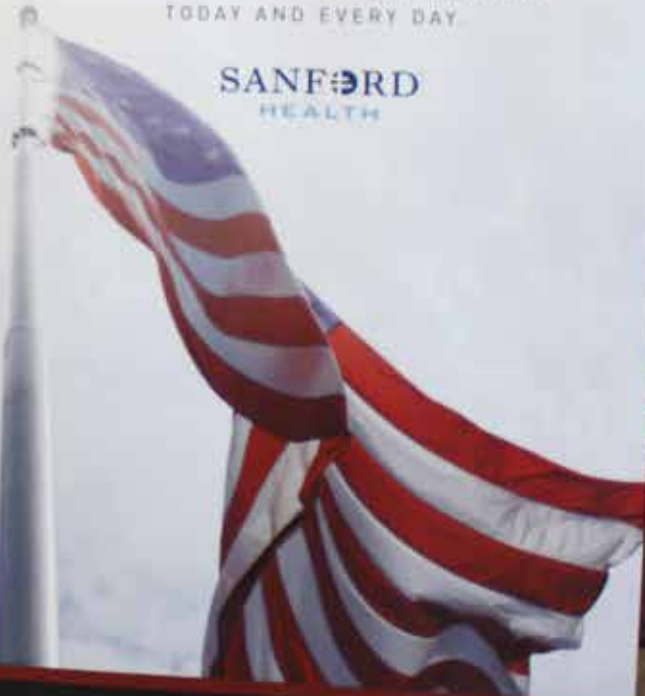
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HEALTH

Sanford Health created their department of veterans and military services in 2017 with the purpose of streamlining and adding resources for veterans, military personnel and their families.

The department is led by Paul Weckman, a veteran who held several leadership positions during his more than 26 years of distinguished active duty service in the US Navy. A retired captain, Weckman was honorably discharged from the Navy in 2011.

“Sanford’s dedication to raise the bar and to innovate without hesitation reflects courage and a commitment to service,” said Weckman. “The support for this program has been outstanding. Sanford is devoted to providing the best possible experience for our veterans, military members and their families.”

The Sanford Health Department of Veterans and Military Services helps veterans and military personnel obtain health care services, navigate care & insurance coverage, identify wellness services and search for employment opportunities. It also offers family support services and veteran community outreach.

Sanford Health is also participating in the Employer Support of the Guard and Reserve, or ESGR, program. This program supports the military services of employees and advocates for employee participation in the military.

“We’re finding out that when a veteran comes in and sees a fellow veteran who is a provider or a nurse, the anxiety level goes down and they’re going to be able to be more open about how things are going,” said Weckman. “We want to ensure when they leave they feel we’ve done a good job of taking care of them.”

In addition, Sanford maintains a veteran information hotline available by calling 1-800-949-1848.



**Paid promotional space.*

Chamber Now Accepting Applications for 2019 Leadership Program



Gail L. Ochs
President, IOM
Aberdeen Chamber

2019 is going to be a great year and we are excited to kick it off right with the 33rd Annual Leadership Aberdeen program! Leadership Aberdeen 2019 is a great opportunity for individuals to develop leadership skills in a fun, friendly, and fast-

paced environment. The program provides participants with a good balance of personal leadership training and community education. We achieve that by exposing them to the "Positive Leadership" curriculum as well as speakers and organizations that challenge what they know about leadership and encourage them to make a difference within their company, community and state. Leadership Aberdeen provides participants with the opportunity to sharpen their skills, share their experiences, and make life-long connections with fellow participants.

Participants also tour a number of local businesses and have the opportunity to learn from their CEO's and staff on company philosophies, goals, and success stories. Plus the class gives back to the community by facilitating a local project or event that will have a positive impact on the Aberdeen community. Here is a list of the incredible projects and events that were facilitated by Leadership Aberdeen participants since 2004:

2004: The class originated the "Shoot for the Stars" Special Olympics Basketball Game. The class organized a community basketball game where Aberdeen "celebrities" played against the Special Olympics team to give them practice before their state tournament. The event raised money for Special Olympics and the event continues to this day with Thrivent as a major partner.

2005: The class hosted a "Taste of the World" event where different foods from different cultures were highlighted as way to help the community be more understanding and welcoming of different cultures.

The event raised approximately \$1,600 that was donated to the Dacotah Prairie Museum

2006: The class hosted the "Community Cares Music Fest" at

Presentation College's Strode Center and featured nine local musical acts from grade school groups to adults. Close to \$2,000 was raised by admission tickets and presented to local military troops and their families.

2007: The class used information compiled by Catalytix to engage young people and showcase what our community had available to them. The SOAR event (Students, Opportunities, Activities and Resources) was held at both Aberdeen middle schools and close to 35 organizations promoted what they had to offer to students.

2008: The class organized a "Link to Life" event that was held in conjunction with the Spring Job Fair. The class served as community ambassadors, visiting with job seekers on resources and opportunities available to them in Aberdeen. Aberdeen continues to have a booth at each job fair which showcases the community.

2009: The class project was "Pay it Forward" and focused on securing volunteers for community service clubs and organizations. The class organized a service club fair in conjunction with the Great Outdoor Show in an effort to get more people volunteering in the community.

2010: The class held an event called "All About Aberdeen: Discover the People, Discover the Fun" where they set up a carnival-type atmosphere which included games, snacks and prizes. It was held at Roncalli Elementary School and was designed to bring the community together to have fun and find out what Aberdeen has to offer families.

2011: The class hosted an event called "A Tall for Them All" which was a kick-off for the newly formed Sidekicks mentoring program. The



class raised money for the program and secured "talls" (mentors) and "smalls" (youth participants).

2012: The class worked with Volunteers of America Dakotas to develop The Children's Closet. They physically set up the store with donated items from the community and donated funds to the organization. The VOA used the closet as a way to incent and assist program participants.

2013: The class held a "SNOLF" Snow Golf Tournament at Wylie Lake to raise awareness and money for juvenile diabetes. The class donated over \$8,000 to Camp Gilbert from business donations and team registration fees.

2014: The class held "A Goal For Safe Harbor" event to raise funds for the Safe Harbor new building campaign and to raise awareness of Domestic Violence. The class held the event during an Aberdeen Wings Games and raised more \$35,000 through business donations, the shoot out and raffle.

2015: The class opened the "Help Build It Center" for Hub Area Habitat for Humanity. The store sells donated construction and household renovation items. They raised over \$6,000 to go towards the center and to help the organization to build Habitat homes in our area as well as other habitat for Humanity programs.

2016: The class raised over \$16,000 for Spurs of Aberdeen. They held a "Horse Pie Bingo" event, bake sale and raffle. Spurs used the funds to build a barn and corral at their facility. The group was also able to work with local companies and contractors to donate time and equipment for the building project.

2017: The class hosted the 1st Annual Day of Distinction on Friday, April 21, 2017 to a crowd of over

250 people. The Day of Distinction provided an opportunity for people in the Aberdeen area to gather with their peers and listen to five locally and nationally recognized speakers for personal and professional development. The theme was "Build It Up" and the topics focused on community engagement and responsibility. The class donated \$1,000 to the Boys and Girls Club.

2018: The Class worked with local artists to refurbish "ghost advertising signs" in the downtown Area. The project, Signs of the Times, began in May with six signs completed to date.

A big part of the program's success is due to the partnerships we have with local businesses who host

the sessions and help offset program costs. Those partners include: 3M Company, Avera St. Luke's, Molded Fiber Glass Companies, Glacial Lakes Energy, Sanford Health, Agtegra, Dacotah Bank, and Northern State University. We thank them for their continued support of this program and for helping build leaders in our community.

If you're interested in attending, or sending someone from your business, Leadership Aberdeen tuition for the 12-week program is \$750.00 for Aberdeen Area Chamber of Commerce members and \$900.00 for non-members. Tuition covers all program costs, including materials, meals, Aberdeen attire, lodging

and transportation while the class attends Aberdeen Day in Pierre, SD. The program will start January 10th and goes through March 26th and participants are expected to attend all sessions in the belief that everyone brings their unique experience to the program. The majority of sessions are held Tuesday evenings from 5- 9 pm. The schedule is available online.

To register for the 2019 program, please fill out a Leadership Aberdeen Application. Applications are available by contacting the Aberdeen Area Chamber of Commerce at (605) 225-2860, emailing info@aberdeen-chamber.com, or at www.aberdeen-chamber.com.

Public Input Needed

The City of Aberdeen, in conjunction with the South Dakota Department of Transportation (SD DOT), will hold an open house to receive input on the update to the Recreational Trails Plan. The open house will be held on Thursday, November 8th from 4:30pm to 7:30pm in the Eagle's Nest at the Aberdeen Recreation and Cultural Center.

The open house will provide an overview of the project, and project team members will be available to visit with the public, receive input, and

collect thoughts regarding how bicycle and pedestrian connections can be developed throughout the community.

The format of the meeting will be open-house style with brief, 15-minute presentations shared at 5pm, 6pm and 7pm. Stantec Consulting, the lead consultant on the project, will introduce the project along with local partners: Helms & Associates and Confluence.

The purpose of the Aberdeen Recreational Trails Plan update is to develop a community-wide approach which will guide the development

of trails throughout the community over the next ten years. Additionally, the plan will identify ways in which to encourage residents to utilize trail amenities. To learn more about the project, please visit www.aberdeentrailplan.com and share your thoughts regarding the project via a short online survey at: <https://www.getfeedback.com/r/ovmOrSpZ>.

Thank you for your interest in the plan, and we hope to see you on November 8th!

2018 Chamber Leadership

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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

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Lisa Anderson	Director of Public Relations, Committees and Programs
Scott Eisenbeisz	Finance Manager
Korine Grismer	Administrative Assistant

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Kellie Ecker	SD Mfg. & Tech. Solutions
Justin Feickert	Midstates Group
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Todd Forkel	Avera St. Luke's
Matt Prehn	Midstates Group
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Dr. Sandra Welling	Presentation College
AJ Hoffman, CVB Board Liaison	SoDak Sports
Mike Bockorny, Ex-Officio	Aberdeen Development Corp.
Casey Weismantel, Ex-Officio	Aberdeen Area CVB
Shelley Westra-Heier, Ex-Officio	Aberdeen Downtown Assoc.



This magazine is a bi-monthly publication of the Aberdeen Area Chamber of Commerce.

COVER: Sanford Health

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Connections Made, Friendships Formed



Eric Brenner
2018 Chamber Board Chair
Owner, Alliance Contracting

With only two months left in my tenure as Chair of the Chamber Board of Directors, it's a good time to reflect on the past ten months and what it means to me as a business professional in Aberdeen. There are many positive things about being part of a community-driven board

of directors. We keep our fingers on the pulse of what's happening, we collaborate with other organizations with goals similar to ours and we get to make a difference for our Chamber members and the residents of this great city. For me, perhaps the best part has been the many connections that have been formed thanks to my relationship with other board members and other business people in the community. It's invigorating to be part of a group that focuses on growth, change and

effective leadership. If you've ever thought about applying to be on the Board of Directors for the Chamber, I encourage you to make the move and submit your application. It really is a great way to network with some of the best movers and shakers in Aberdeen. It has been my pleasure to serve as your Chamber board chair this past year and it is with great confidence that I pass the gavel on to Dawn Williams. She will serve Chamber members, and the community, well in 2019.

Signs of the Times

Artists and members of the Leadership Aberdeen Class of 2018 continued to work on the Signs of the Times class project, restoring "ghost signs" downtown, into October. The goal was to complete the five signs on the north side of the Richardson Law Firm building before winter. Goal accomplished! The class plans to continue this project next summer after another location is chosen.



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Health & Wellness



The Chamber's Health & Wellness Committee visited The Oil Room for their September meeting. The committee members learned about the many products and services available at The Oil Room and how they benefit their customers and the community. Pictured left to right are Ruth Gough, owner of The Oil Room; Kelsey Huber, Janet Hedges, Robyn Ewalt, Candace Briscoe, Angela Huffman & Megan Erickson, all members of the Health & Wellness Committee; and Mele Mouna, manager of The Oil Room.

Aberdeen Named Healthy HometownSM Award Finalist



Healthy HometownSM Powered by Wellmark announced the six finalists for its inaugural South Dakota Healthy HometownSM Community Award in 2018. Aberdeen was a finalist along with Dell Rapids, Fort Pierre, Pierre, Rapid City and Sioux Falls. These communities were recognized for advancing efforts to improve the physical, social and emotional well-being of South Dakotans. This year, Fort Pierre, Rapid City and Sioux Falls took home the awards, earning \$5,000 each to continue their efforts. The Chamber's Health & Wellness Committee has been working all year with Wellmark on MOVE MORE and EAT WELL components of this initiative and will continue to do so into 2019 and beyond. Pictured is Megan Erickson, Chair of the Health & Wellness Committee, accepting the Aberdeen finalist recognition at the 2018 Annual Chronic Disease Partners/Better Choices, Better Health@ Meeting in Mitchell on October 17.



CPAs & BUSINESS ADVISORS

November 13 - Tax Trends Webinar: Year End Planning Update

November 15 - Increase Cash Flow: Explore Available Deductions and Credits for Manufacturers and Distributors webinar

November 16 - Tax Trends Webinar: Year End Planning Update

November 29 - Advisor Insights Webinar: Your Clients Have Earned It – R&D Tax Credits

December 6 - Tax Trends Webinar: Understanding Nexus for Sales and Income Tax

December 17 - Tax Update – Aberdeen Eide Bailly Office

For more information and to register, go to eidebailly.com/insights/events.



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December 17-19th 5:00-9:00pm

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Communication in the Workplace

Tuesday, November 13th

Jodi Hepperle, Avera St Lukes

Marketing Crash Course

Wednesday, December 12th

Travis Schaunaman, Production Monkeys

For more information call 229-5335 or go online to adcsd.com and click on the Professional Development tab



Happy Holidays from the Chamber Staff

Aberdeen Visa Gift Card - Get Ready for the Holidays



Bea Smith
Director of Member Services & Events,
Aberdeen Chamber

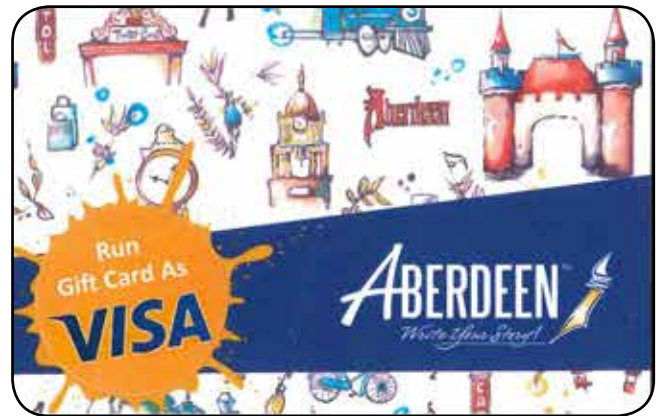
Hi, this is Bea with the Aberdeen Area Chamber of Commerce. With the holidays fast approaching, we want to make sure you and your staff are ready to accept the Aberdeen Visa Gift Card at your business! Here are a few reminders

about accepting the card...

- ONLY Chamber members in good standing can accept the card. This is a benefit of your membership.
- If you have updated or upgraded your POS system in the last couple of months, please call us at (605) 225-2860 and we will come out to re-activate your system. It takes just a few minutes, but will allow you to once again accept the card.
- Determine the balance on the customer's card BEFORE taking it as payment. If the customer does not know their balance, they can call

1-800-755-0085 or go to <http://www.getmybalance.com/>

- Process payment as a VISA Card only. If the customer's bill is less than the balance on their card, just run the card for the full amount. If their bill exceeds the balance on the card, do a split-tender transaction. For example, if the customer owes \$75, but only has \$50 on their Aberdeen card, ask for a \$25 payment in whatever method they prefer (check, cash, or another card) and process that first, then swipe the Aberdeen card for \$50.
- If you need to void a transaction, handle as you would any other VISA card void. However, if you have any difficulty call 1-800-755-0085.
- If an item is returned that was purchased, you can credit it back to



the Aberdeen Visa Gift Card or issue an in-store credit.

- Lastly, if you have any difficulty, please call our office at (605) 225-2860 and we can help you through the transaction. Or, if you would like us to stop out and go through details of the program with you and your staff, we are happy to do that too! Call us at (605) 225-2860 or email: info@aberdeen-chamber.com

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Congratulations to our 2018 Aberdeen Central High School Hall of Fame Inductees!



(Pictured left to right) Terry Beckler '85, Rick Fulker '72, Jane Palmquist '75, Matthew Mehlhaff and Heidi Preston (representing Taylor Mehlhaff '04), Tom Mehlhoff '74, Debbie Sowell (representing Greg Lauver '65), Terry Small '67-'02, Tevan (Wenbourne) Newman '04, Deb (Esche) Finnesand '80, and Bonnie Svarstad '60 at the CHS Hall of Fame Banquet on September 22, 2018 at Aberdeen Central High School.

PICP Committee Beautification Recognition



September – Auto Value Parts Store



September – Centennial Commons



September – Smile Solutions



October – Pizza Hut



October – Northern State University,
Great Plains East & West

CHAMBER BIG DATES

Ag Appreciation Banquet

Thursday, November 29, 5:30 pm, Dakota Event Center

Ag Committee

Thursday, December 20, 3:30 pm, SDSU Extension

Ambassadors

Tuesday, November 13, Noon, TBD

Tuesday, December 18, Noon, TBD

Business After Hours

Thursday, November 8, 5:15 pm, Civic Arena

Thursday, December 13, 5:15 pm, Dakota Event Center

Chamber Executive Board

Thursday, November 8, Noon, Chamber

Thursday, December 13, Noon, Chamber

Chamber Full Board

Wednesday, November 21, 8 am, Chamber

Wednesday, December 19, 8 am, Best Western Ramkota

Diplomats

Thursday, November 8, 3 pm, Chamber

Health & Wellness Committee

Wednesday, November 7, 8 am, Profile by Sanford

Wednesday, December 5, 8 am, Mid Star Lab

Military & Veterans Committee

Tuesday, November 6, Noon, National Guard Armory

Partners in Community Pride Committee

Friday, December 7, 9 am, Chamber

The Connection (Disability Task Force)

Wednesday, November 28, 2 pm, Red Rooster

Wednesday, December 19, 2 pm, TBD

Transportation Committee

Tuesday, November 27, 3:30 pm, Chamber

Workforce & Education Committee

Wednesday, November 14, 3:30 pm, Chamber

Wednesday, December 12, 3:30 pm, One Legged Pheasant

The Chamber office will be closed on the following dates:

Thursday, November 22

Friday, November 23

Monday, December 24 (closing at noon)

Tuesday, December 25

Monday, December 31 (closing at noon)

Tuesday, January 1

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Five Sax Headlining Next ACCA Event

The Aberdeen Community Concert Association (ACCA) is excited to announce their next concert of the 2018-19 season will be Five Sax on Monday, November 19 at 7:00 pm at the Harvey and Cynthia Jewett Theatre in the NSU Johnson Fine Art Center.

Five Sax is a modern-style international saxophone quintet performing a repertoire rooted in classical music, venturing into American jazz, South American Latin styles and European folk music. Adding a theatrical element, Five Sax creates a strong connection with the audience and a spontaneous approach to making music with imaginative programming mirroring the diversity of its members.

The individual members of Five Sax are all established solo

musicians, who represent a significant international presence and hold many prizes from important national and international competitions. The five musicians from Poland, Italy, Belgium, the USA and Chile each brings his own unique and vibrant personality to the group. The ensemble began in an unusual way: performing street theater in the center of Vienna. Their first year performing together was an unforgettable experience of running from the police, surviving freezing temperatures and dealing with angry shopkeepers. The ensemble's past is echoed in their concerts.

"...simply wonderful..."

– *Cinemusical*

The remaining concerts in the 2018-19 season include:

Thursday, January 21, 2019 –

the SD Jazz Festival Concert featuring the acclaimed Cuban Jazz pianist Nachito Herrera



Thursday, March 21, 2019 – the cello duo Cellisimo

Thursday, May 2, 2019 – the high energy country/blue grass band The Abrams.

ACCA Memberships and individual tickets can be purchased at Interior Design Concepts located at 523 S. Main Street, at the concert or online at the ACCA website www.aberdeencommunityconcerts.org.

Wattle You Have? Chicken Wings!

The October Business After Hours mixer, hosted by Pierson Ford-Lincoln, marked the 2nd annual Ultimate Committee Chicken Wing Challenge. This year, five committees and the board of directors faced off for bragging rights and one of two of the coveted rubber chicken trophies. Hundreds of wings were consumed by Business After Hours attendees, who each received a vote for their favorite. At the end of the night, the Military & Veterans Committee (Red, White & Blue wings) took home the Judge's Choice and the Diplomats (Jamaican Jerk)

took top honors in the People's Choice. Judges consisted of four members of the Aberdeen Wings hockey team. Other participants included Ag Committee (Tequila Lime), Ambassadors (BBQ Bacon Vinaigrette), Chamber Board of Directors (Asian Zing) and Partners in Community Pride (Mango Habanero).



Judge's Choice – Military & Veterans



People's Choice – Diplomats

Groundbreaking Held for New School for the Blind

More than 100 people attended a groundbreaking ceremony for the new South Dakota School for the Blind and Visually Impaired on Oct. 17.

Numerous SDSBVI students and staff members attended the groundbreaking, as well as Gov. Dennis Daugaard, city officials, representatives of Northern State University, and others involved with the project. The ceremony was held in the parking lot north of the former site of Jerde Hall, with a reception afterward in the Barnett Center lobby.

The new School for the Blind and Visually Impaired is one of three projects of the Educational Impact Campaign. The \$45 million campaign,

a collaborative effort between Northern and SDSBVI, has already received pledges totaling \$35 million.

The new SDSBVI facility will be constructed at the former Jerde site, with a projected completion date of fall 2019.

The other two projects of the Educational Impact Campaign are the new NSU Athletic and Recreation Fields and an on-campus regional sports complex, which includes Dacotah Bank Stadium and Koehler Hall of Fame Softball Field.



Northern broke ground on the Athletic and Recreation Fields project in April, and the fields opened for the fall 2018 athletic season. Once SDSBVI has moved into the new school, its current facility will be demolished and work will begin spring 2020 on the regional sports complex, with completion expected by 2022.

Gifts of Commodities to Qualified Charitable Organizations



Chad Weber
Partner, Eide Bailly,
and Member of the Ag
Committee

Considered the most significant tax code overhaul in over three decades, the Tax Cuts and Jobs Act was passed by Congress on Dec. 20, 2017, and signed into law by President Trump on Dec. 22, 2017. It includes provisions affecting both

individuals and businesses, and while simplifying taxes for some taxpayers, it has created new complexity for others.

Standard Deduction Increases

It has been estimated that nearly 90 percent of individual taxpayers will now utilize the Tax Cuts and Jobs Act increased deduction capabilities of the standard deduction. Not including additional standard deduction amounts for the blind or elderly, the Tax Cuts and Jobs Act increased the standard deduction for a couple electing to file "married filing joint" from \$12,700 in 2017 to \$24,000 in 2018. Additionally, the standard deduction for a single taxpayer increased from \$6,350 in 2017 to \$12,000 in 2018. The increase in the standard deduction amounts alone will likely generate enough tax savings to switch many individual taxpayers from claiming itemized deductions, but the law's limitation, or complete elimination, of certain itemized deductions enhances that likelihood.

Impact on Charitable Contributions

The most commonly used itemized deductions include state and local taxes, home mortgage interest, and charitable contributions. With the standard deduction almost double the amount of prior years, the decrease in taxpayers claiming itemized deductions is expected to have an impact on charitable giving, primarily because the incentive to make a charitable contribution and receive a tax deduction will be gone for many taxpayers. However, in many cases, it may not matter. Individuals should give because they are passionate about the causes that charitable organizations support, not just because they will

save money on income taxes. But, in those cases where the deduction does matter, better planning for those who wish to donate will make it much easier to realize a tax benefit.

Gifting Commodities

For example, how have these new changes affected the agricultural community when gifting commodities? Cash basis producers still have the ability to make contributions of raised commodities directly to a charitable organization. The fair market value of the gifted commodity is excluded from taxable income of the donor, resulting in the potential for significant federal, state and self-employment tax savings. This is true even though no charitable deduction is allowed, as the tax basis of the commodity contributed is zero.

How does this strategy work to provide the maximum tax benefit? To achieve the desired results, it is very important that the following rules are followed:

1. The donor must be a cash basis farmer, who is actively engaged in a farming activity.
 - a. Commodities gifted by an accrual basis farmer will not qualify.
 - b. Grain gifted by a crop-share landlord does not qualify due to the assignment of income principal.
2. The donor must be sure that commodities gifted are not:
 - a. Collateral for a CCC loan.
 - b. Under a loan deficiency payment contract.
3. The donor must ensure that the commodity, not cash, is being given to the charitable organization.
 - a. Clear title to the commodity must pass to the charitable organization.
 - b. The title requirement can be evidenced by an assembly sheet or warehouse receipt in the name of the charity. When the donor delivers grain to the elevator, the producer must use the charity's name on the assembly sheet.
 - c. The assembly sheet or warehouse receipt should be delivered to the

charitable organization with a letter indicating that the commodity has been donated and that the charity is now the owner of the commodity and has total control over the commodity, including the ability to sell it at any time.

4. The charitable organization must direct the sale of the commodity, as the donor is no longer the owner. Therefore, if the charity wants to cash out a commodity donation, the charity must call the elevator, not the donor, to request the commodity to be sold.
5. If the commodity is delivered by a producer to a cooperative, the reporting of the commodity sale will be handled differently. Under normal circumstances, the sale of commodity by the producer will generate unit retains as reported on the 1099-PATR. Because the commodity is not being sold in the producer's name, the bushels sold and dollars collected should not be included on the producer's 1099-PATR. However, it is important for the producer to keep a copy of the assembly sheet for the commodity donated to the charity to be able to prove their yields for FSA and crop insurance purposes. Also, it is important to review your 1099-PATR at the end of the year in which you make a donation to be sure the commodity sale was not included in your taxable total.

Remember, if the above steps are not followed, the IRS may treat the commodity donation first as a grain sale by the farmer, and then a subsequent cash contribution to the charitable organization, which is not the best result for the farmer.

The example above is just one of many that need to be considered when planning gifts to charitable organizations. To maximize your benefits and reduce the risk of unintended consequences, consult with your tax professional to discuss this or other strategies for charitable giving in the new era of taxation under the Tax Cuts and Jobs Act.



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www.jordynphotography.com



Expansion

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kesslersgrocery.com



Remodel

Living Arts Dance Studio
901 S Main St • 605-380-1908
www.livingartdance.net



Groundbreaking

Matchbox Sport Recreation Center

Corner of Milwaukee Ave SE & S Centennial St • 605-252-5542
www.matchboxrec.com



Grand Opening

Northern State University (Great Plains East & West)

1200 S Jay St • 605-626-2521
www.northern.edu



Grand Opening

One Legged Pheasant Brewery

723 S Main St • 605-725-1534
www.facebook.com/one-legged-pheasant-2080298385592594



New Location

Pizza Hut

519 6th Ave SE • 605-225-0052
www.pizzahut.com



New Location

RAM Housing Specialists Inc.

3314 Milwaukee Ave SE • 605-229-0180
www.ramentinc.com



New Location

Smile Solutions

25 S Fouberg St • 605-725-1500
smilesolutionsaberdeen.com



New Location

United Way of Northeastern South Dakota
 13 2nd Ave SE, Ste 1 • 605-225-0212
 uwnesd.org



New Location

Woltman Group
 2301 8th Ave NE, Ste 125 • 605-229-4803
 woltmangroup.com



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 424 5th St, Brookings • 844-725-3474
 zipdishdelivery.com



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ZPM Real Estate
 1812 6th Ave SE • 605-380-0936

Aberdeen on SDAITC Tour Stop

For 30 years the USDA grassroots coordinated Agriculture in the Classroom program has been offered in the state of South Dakota. With the goal of helping students to understand the critical role of agriculture in their lives, SD Agriculture in the Classroom (SDAITC) is using technology to bring "ag every day" to more than 300 fourth grade classrooms in 100 school districts, reaching nearly 7,000 students.

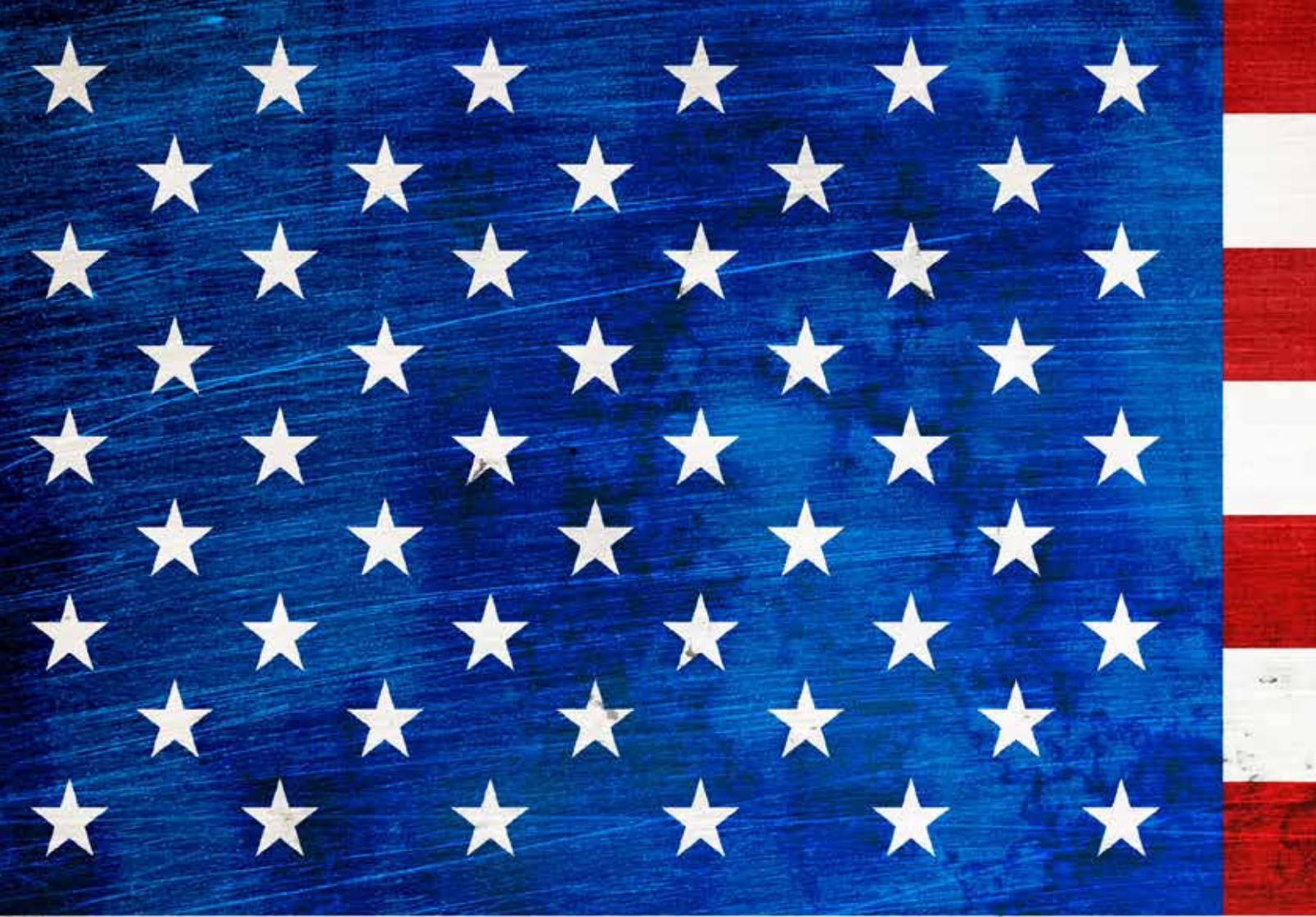
The staff and leadership of SDAITC are on a five city tour to talk with agriculture leaders and educators about the current SD Road Trip digital 4th grade curriculum and the future of SDAITC programs. There will be time



for Q & A.

A SDAITC Five City Tour stop is scheduled for Aberdeen for Thursday, November 15, 11:30-1:00 p.m. at Dacotah Bank, 308 S Main St, with

lunch provided. The lunch and program are hosted by Dacotah Bank and Farm Forum. For more information, or to register, please call Connie Grop at 605-329-7177.



We Salute C

The background consists of alternating horizontal stripes of red and white, with a distressed, weathered texture. The stripes are of equal width and span the entire width of the image.

Our Veterans

Nominations Sought for Community Awards

On February 12, 2019, the Aberdeen Area Chamber of Commerce will recognize Community Leaders at the 14th Annual Community Champions Awards Luncheon. At this event, several community and regional organizations come together to proudly recognize the recipients of several prestigious awards.

Each of these awards and their criteria is described below. As you review each award, please think about who is deserving of recognition and nominate them. It is so important for our community to recognize achievement, vision, collaboration, generosity and spirit. Nominations must be received by December 28, 2018 to allow applicants time to complete applications, which are due January 4, 2019.

CHAMBER SPONSORED AWARDS:

To nominate someone for any of the awards listed below call the Chamber office at (605) 225-2860 or email: info@aberdeen-chamber.com.

The Woman of Spirit Award.

The award is presented to a woman who exemplifies the following characteristics: Wise, Organized, Mentor to others, Achiever, Nurturing and is Selfless, Purposeful, Inspirational, Respectful, (has) Integrity, and is a Team player

The GEORGE Award. This award is presented by the Chamber to an individual(s) who has worked tirelessly on behalf of the community in trying to make Aberdeen a better place to live and work. A George Award recipient has stepped up and taken the initiative, rather than "just letting George do it".

The STAR Award. STAR stands for Students Taking Active Responsibility. The Award is presented by the Chamber and the Volunteer Service Clearinghouse to a youth organization for their dedicated efforts in the community.

The Emerging Leader 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. Candidates will be evaluated on whether they have active participation in associations, organizations, volunteer boards, etc.; are recognized by managers and peers for

demonstrating leadership skills and standards in the workplace; and have an enthusiastic commitment to promoting and growing with the community, region and state.

The ViTality Award:

The ViTality award is presented to the individual who is the 'keeper' of the regional vision, or the person who lives in the regional growth and 'ViTality' spirit every day. The ViTality is awarded annually to recognize individuals in a 17-county area of northeastern South Dakota who display enthusiasm for regional development. The namesake, ViTality, is in memory of Aberdonian, Vi Stolia. Stolia was often called a 'regional thinker', and felt that new businesses in Redfield or community work in Leola was a win for Aberdeen and the entire region. Stolia passed away in 2008 but his memory lives on in the form of the ViTality Award.

The Entrepreneur of the Year Award.

In the spirit of building on Aberdeen's rich culture of entrepreneurship, the Chamber sponsors this award which recognizes a local entrepreneur and their efforts in the region.

CHAMBER MILITARY & VETERAN COMMITTEE SPONSORED AWARDS:

To nominate someone for any of the Military & Veteran awards listed below, call the Chamber office at (605) 225-2860 or email: info@aberdeen-chamber.com.

Each year, the Military & Veterans Committee of the Aberdeen Area Chamber of Commerce recognizes our military, military families, Veterans and civilian advocates that have shown outstanding achievement in the military or in support of the military or Veterans in the Aberdeen area. Six awards may be presented including:

- **Enlisted Officer of the Year (grades E-1 through E-4)**
- **Non-Commissioned Officer of the Year (grades E-5 through E-9)**
- **Officer or Warrant Officer of the Year (grades O-1 through O-10 & WO1 through CW5)**
- **Military Family of the Year**
- **Rich Kezar Veteran of Armed**



Services Award

- **Civilian Advocate Award for Military and/or Veteran Groups (individuals)**

PRAIRIE FAMILY BUSINESS

INITIATIVE SPONSORED AWARD: To nominate someone for this award call (605) 274-9530 or email: fba@usd.edu

The Aberdeen Area Family Business of the Year Award.

This award is co-sponsored by Prairie Family Business Association and CorTrust Bank. Started in 2004, the award recognizes the accomplishments of a family business and its contributions to the community of Aberdeen and the surrounding region. Criteria includes that at least two family members work in the business, and/or multi-generational; positive contributions of the business to the welfare of the community; success of the business; and an assessment of the health and unity of the family.

CVB/HOTEL ALLIANCE

SPONSORED AWARDS: To nominate someone for these awards, please contact the Aberdeen CVB at (605) 225-2414 or info@aberdeencvb.com

The Hometown Hero Award. The award is presented by the Aberdeen Convention and Visitors Bureau to honor those special individuals or institutions who contribute to our community by going the extra mile to bring their group's meetings, conventions, or events to Aberdeen. Because of the dedication of these wonderful individuals that go above and beyond the call, our community benefits.

The Spotlight Award. The award is presented by the Aberdeen Convention and Visitors Bureau to honor a special individual who "shines the light" on our community and region by bringing national recognition and attention to our area.

PC Nursing Students Experience Interactive Learning

Emergency vehicles, flashing lights, a car crash, and even a tornado warning made for a dramatic day at Presentation College in September.

Although the scenes were very realistic, none of the injuries were real. It was all part of live-action simulations conducted by the PC Nursing Department with personnel from Aberdeen Fire & Rescue.

Volunteer actors and college faculty and staff worked to stage a car accident with entrapment, a drunk driving crash, and even the aftermath of a tornado strike with multiple injuries. Nursing students watched



and interacted with professional first responders to learn what it's really like at the scene of a tragedy: how to remain calm, assess the casualties, and make on-the-spot decisions about emergency medical care.

PC's Nursing program, which includes classes in the Avera Simulation Center, emphasizes hands-on learning with interactive tools and technology, to better prepare student Nurses for their work with live patients.

Farewell and Thank You



The Chamber board and staff says goodbye to a long-time board member at the end of this year. Since 2010, Marje Kaiser has served as a member

of the Aberdeen Area Chamber of Commerce Board of Directors, leading in executive board roles for the past six years. Considering she splits her time between the South Dakota School for the Blind & Visually Impaired here in Aberdeen and the School for the Deaf in Sioux Falls, our Chamber

and our community are fortunate she volunteered to be part of our organization's leadership. We have been a beneficiary of her knowledge and ever-present encouragement over the years. Thank you, Marje, for your contributions. It is with extreme gratitude that we say farewell.

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24th Annual ABBY Award Winners



From dozens of nominations, ten businesses emerged as the winners of the 2018 ABBY Awards. The event was held at the Dakota Event Center on Thursday, September 20th, with the purpose of honoring local businesses for their contributions to, and achievements in, Aberdeen and the surrounding area.

Nominations were taken from throughout the community and those nominees were invited to submit applications for the category in which they were nominated. Judges from around the country read through the applications and chose all the winners except the People's Choice. That category is voted on locally.

The ABBY Awards program is hosted by the Aberdeen Area Chamber of Commerce Diplomat Committee and sponsored by the Aberdeen Development Corporation. Congratulations to the 2018 winners!



Agribusiness - Livestock Specialists Inc



Bridge Builder - Agtegra Cooperative



Community Involvement - Business - 3M Company



Community Involvement - Non Profit - Boys and Girls Club of Aberdeen Area



Customer Service - Retail - Shoe Science



Customer Service - Service - Twist Cone



Manufacturing - Regal/Hub City Inc



People's Choice - Palm Garden Cafe & Chocolate Shoppe



Health & Wellness - Horizon Health Care/Aberdeen Community Health Center



Professional Service - Helms & Associates

Winterfest Celebrates 40th Edition

The 40th annual Winterfest will be held at the Aberdeen Civic Arena, 203 S. Washington Street in Aberdeen, SD on Saturday and Sunday, November 17-18. Hours on Saturday are 9:00 a.m. to 5:00 p.m. and on Sunday 10:00 a.m. to 3:00 p.m. There is no admission to attend.

Winterfest features over 40 booths of fine and folk art as well as high quality crafts in the Civic Arena. A variety of quality hand-made items by artists and craftspeople from South Dakota and surrounding states will be available for purchase. Winterfest is an ideal opportunity to purchase unusual gifts for the hard-to-buy for person on your holiday shopping list. Food concessions are available on site. This two-day event is cosponsored by the Aberdeen Area Arts Council and the Aberdeen Parks, Recreation & Forestry



Department. For more information, contact the Aberdeen Parks, Recreation & Forestry Department at 626-7015.

Time for Celebration or Reflection?

The holiday season will soon be upon us. Thoughts of the impending holiday celebrations quickens the hearts of some with excitement, and others with the feeling of dread. Some of us dream of pumpkin pie, Christmas cookies, tables full of food, family, and friends. The reality is that the other half of us are probably thinking about the exact same things, but we aren't dreaming. Holidays and holiday expectations can be difficult and stressful, but there are proven and practical tips that can help both the shopper and the shop-keep survive the season. So, on "what" and "where" can we focus this holiday season, to not only survive, but to THRIVE? It may be helpful to choose to address the holiday season by applying a few chosen healthy holiday rules, such as:

1) Holiday Feelings? It is normal to have feelings of sadness if you are without a loved one for the first time this holiday season, or if family cannot gather as you normally would. Give yourself permission to feel how you feel. Once feelings are acknowledged, choose a positive method/technique to cope with the feelings of anxiety, stress, and loneliness. Healthy coping strategies can include: exercise, warm baths, reading, watching an uplifting movie, massage, aromatherapy, and even walking or snuggling with the family dog! Consider volunteering your time if you find that you have "free time" for the first time this holiday season.

2) Be realistic. The holidays don't have to be perfect. As families change and grow, traditions and rituals often change as well. If family can't gather as they "used to", consider a

new way to stay connected via social media, skype, or even making short videos to share with family and friends.

3) Keep healthy habits! Keep your date at the gym, yoga studio, or with your walking/running group as overindulgence will only add to feelings of anxiety and stress.

4) Sleep. Resist the urge to attend anything and everything. Choose to attend the gatherings that are most important to you. Make getting the rest you need a priority. Beginning each day well rested will serve you well all day long!

5) Stick to your Budget. Decide ahead of time what you are able to spend, and choose to stay within your budget. Consider doing a gift exchange at work and with family instead of purchasing for everyone. Homemade gifts are always a hit, as is donating to a charity in someone's name. Don't overlook the gift of time; making time for a loved one to share a cup of coffee could mean the world to someone who is feeling lonely this holiday season.

6) Say no when necessary! Give yourself the gift of time to enjoy the holidays, saying "no" if/when it will mean sacrificing meaningful time for self, family, and friends.

7) Professional help when necessary. If you continue to have persistently sad, anxious, or depressive feelings and find that you are unable to sleep and perform daily chores or work, please seek professional help. You can seek help and support from your doctor, or from a mental health professional. Many support groups will offer additional meeting times

during the holiday season. Attending some meetings may be just the kind of support you need during this holiday season.

8) Breathe! Make time for yourself. Consider activities that are proven to lower stress, facilitate inner calm, and help to reduce heart rate and breathing rate such as: restorative yoga, getting a massage, listening to soothing music, and reading a book.

Whether you choose to celebrate heartily this holiday season, or to quietly reflect- work to move through the season participating in a way that suits and honors who you are as an individual, and reflects what is important to you as a business owner. If you own a local business consider partnering with a local charity, and offering a special for those customers who donate to that charity. Or, work with another local business to "share the gift of advertising for each other" by displaying a poster, brochure, or a listing of upcoming events for that "neighboring business". We don't move through this life alone, and so too we share the holiday with all we come into contact with. Choose to share goodness whenever you can, and give the gift of kindness more often than necessary!

Mrs. Kiersten A. Sombke has been married for 25 years to Clint M. Sombke and has two children, Wyatt M. Sombke, recent graduate of University of Minnesota, and Brody J. Sombke, Telecommunications Student at Mitchell Technical University, SD. Mrs. Sombke has a Master of Science in Education, with an emphasis in Guidance and Counseling, from Northern State University. She is currently the middle school and high school Principal at Groton Area School.

This article was submitted on behalf of the Health & Wellness Committee.

Do I Really Need a Business Plan?



Kelly Weaver
Regional Director,
Small Business
Development Center

Some people think that the business plan is “just paperwork that the bank makes me do to get a loan.” Nothing could be farther from the truth; the primary beneficiary of a business plan is the business itself.

Putting a business plan together does not have to be difficult; you already know a lot about your business so start by committing that to paper. Though formats vary, most plans address topics such as a description of your business and industry, the management team and their expertise, the personnel positions and skills needed, products/services offered, customer base (size, location,

characteristics), competition, future trends affecting the business, and marketing plans for the business. A discussion of financial information including initial startup costs as well as ongoing sales forecasts, costs of goods sold, operating costs, debt service, and projected financial statements are a very important part of the plan.

Business plans can be used as financing proposals, marketing plans, strategic plans, operational plans, and feasibility studies. The length and detail of the plan depends on its intended use. The business owner needs to take the lead in the planning process. After all, it is your business; you have knowledge and insight that no outsider has. Be sure to include the Small Business Development Center on your team as well. Having an independent advisor with experience in business planning can give you

valuable insight and make sure your plan is solid and ready to share with lenders and others. We can also help you develop forecasts so you can consider the financial feasibility of the project.

Having a plan alone does not guarantee success; but it can help you be better prepared to deal with unexpected happenings. It can also help you make better daily decisions and choose opportunities that fit with the plan. Planning takes some time and is an ongoing process, but in the long run, the benefits outweigh the costs.

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.

Christmas with the Chamber

Midco and the Aberdeen Area Chamber of Commerce invite you to a “White Christmas” this year by attending Christmas with the Chamber.

The festive evening will be held at the Dakota Event Center on Thursday December 13th, starting at 5:15 PM. The event includes both a silent & live auction and wine & liquor pull.

The Chamber is currently accepting donations for the auctions and wine & liquor pull. By donating a package, gift, specialty item, service or something your business is known for, you can showcase your specialties and products.

The auction helps the Chamber continue its annual programs and events, and it helps YOU promote your business and products or services during the holiday season.

The Chamber is looking for items valued at \$100 and above. With each donation valued at \$100, you will receive one ticket to the event. Items will be displayed with the sponsoring business' name throughout the



evening and must be received in the Chamber office by December 8th.

This year, entertainment will be

by JD Eicher, a Nashville recording artist and songwriter who was enlisted to create the soundtrack to author Nicholas Spark's novels (*The Notebook*, *A Walk to Remember* & *Two by Two*). JD Has toured the US with Coldplay, Maroon 5, Train,

The Fray, and many more. JD Eicher will take the stage from 8-10pm.

Cost is \$30 in advance or \$40 if you RSVP the day of the event for Chamber members. Non-members are welcome to attend; cost is \$35 in advance \$45 day of. Individuals interested in just attending the entertainment can do so for \$15.

To participate, please call the Chamber at 225-2860 or email bea@aberdeen-chamber.com.

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CivicReady Added to City Website



Lynn Lander
Aberdeen City
Manager

The company responsible for the development, hosting and maintenance of the city's website is called CivicPlus. CivicPlus has more than 20 years of experience focused exclusively on working with local government. Local government websites created

by CivicPlus have registered over 2 billion page views, and collected 30 million plus website searches with the client base of 3,500 local government entities.

The City of Aberdeen recently purchased a module from CivicPlus that is called CivicReady. CivicReady is a mass and emergency notification system that integrates with the Federal

Emergency Management Agency, which is commonly called FEMA. FEMA created an Integrated Public Alert and Warning System (IPAWS) in 2006. IPAWS is a notification tool that allows authorized users to connect to the IPAWS platform to send alerts to cell phones, local TV and radio broadcast, and can even post notifications to digital road signs and various other locations instantaneously. IPAWS enables the city to reach as many people as possible, including citizens and visitors who have not opted-in to text, phone or email communications. The City of Aberdeen started the application process in May of 2018 to become an IPAWS user after completing a certificate of achievement in course studies through FEMA and was recently granted authority to operate.

Key Benefits of IPAWS Alert include the following:

- Can be delivered to all

members of the community without needing to have their contact information in the city's database.

- Simultaneously send Wireless Emergency Alerts (WEA), Emergency Alert System (EAS) and Non-Weather Emergency Messages (NWEM) to reach members of the community via cell phone, television and radio.

- Deliver targeted IPAWS alerts to citizens located within a specific geographic area by selecting the region on a map.

IPAWS can be used to communicate any kind of threat to the public. Without doubt, the possible utilization of IPAWS provides an effective way to alert the public, but one can only hope the need or threats to the public is limited.

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Legislative Cracker Barrels



The Community Affairs Committee of the Aberdeen Area Chamber of Commerce will be hosting four Legislative Cracker Barrel sessions in 2019. They will be held the following mornings from 10:00 am to 12:00 Noon: January 26th, February 2nd, February 23rd, and March 2nd.

All sessions will be held in the Centennial Rooms at Northern State University.

Legislators from Districts 1, 2 and 3 are invited to attend. This is a great opportunity for you to hear about bills and legislation being discussed that could impact you or your business. The Cracker Barrels are free and open to the public.

Workplace Rights During and After Pregnancy



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

This fall I watched my five year old daughter walk into her kindergarten class, wearing a Trolls backpack that was nearly bigger than her and pink lunchbox in hand. It is hard to believe than just five short years ago she was a tiny infant and I

was working hard to balance the life of an attorney and mother to a newborn and a preteen. The demands of work and family are hard enough as it is, without the added worry of losing your job or position at work. If you are pregnant, have been pregnant, or may become pregnant, you have legal rights under federal law.

1. PDA: The Pregnancy Discrimination Act (PDA) prohibits discrimination against employees and applicants on the basis of “pregnancy, childbirth and related medical conditions.” Any employer that is subject to Title VII of the Civil Rights Act of 1964 (i.e., has 15 or more employees) must comply with the PDA. The pregnancy discrimination law requires employers to treat pregnant employees the same as other employees on the basis of their ability or inability to work.

2. FMLA: When an employee becomes pregnant, employers must consider her right to take Family Medical Leave Act (FMLA) leave.

The FMLA provides up to 12 weeks of unpaid leave. To qualify for FMLA leave, an employee must have worked for the same employer for at least 12 months (not necessarily continuously) and clocked at least 1,250 hours of service (slightly more than 24 hours per week) during the 12 months leading up to FMLA leave. Any organization with 50 or more employees working within a 75-mile radius of the work site must comply with the FMLA. Fathers are generally entitled to FMLA leave as well following the birth of a child.

3. ADA: A normal pregnancy is not considered a disability under the Americans with Disabilities Act (ADA). But if a woman experiences pregnancy complications that substantially limit a major life activity, she may be considered disabled under the ADA and, therefore, entitled to reasonable accommodation to perform her job or leave from work for a certain period of time. All employers with 15 or more employees must comply with the ADA. An employer cannot legally fire you, or refuse to hire or promote you, because you asked for an accommodation, or because you need one. The employer also cannot charge you for the costs

of an accommodation. Because employers do not have to excuse poor job performance, even if it was caused by a pregnancy-related medical condition, it may be better to ask for an accommodation before any problems occur or become worse.

4. Employee Policies: In addition to any leave required under the PDA, FMLA, or ADA, employers may also provide for maternity leave under their employee policies. These policies must be applied uniformly, so as not to create discrimination in practice between similarly situated employees.

If you believe you are not being treated fairly at work, start by telling a supervisor or the HR manager. If the problem still persists, the EEOC could help you decide what to do next, and conduct an investigation if you chose to file a charge of discrimination.

**This article is not intended to constitute legal advice. If you have any questions about this article or your legal rights, consult with an*



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2018 Ambassador Hat & Mitten Drive

October 22nd — December 14th

Chamber Ambassadors are collecting NEW hats & mittens for elementary children in the Aberdeen Area.

Drop donations at the Chamber office 516 S Main St. or bring to Christmas with the Chamber December 14th.

Cash Donations will be used to purchase new hats and mittens.

Anniversary Milestones Recognized at BAH

Congratulations to the following businesses, recognized for anniversary milestones at the September and October Business After Hours networking mixer.



Profiling Beauty Health & Wellness Center – 5 Years

Pictured are Gails Ochs, Aberdeen Chamber President; Candace Briscoe, Profiling Beauty; and Dawn Williams, Chair-Elect of the Chamber Board



Climate Control – 10 Years

Pictured are Cam Shock, Climate Control; Gail Ochs, Aberdeen Chamber; Jed Bertsch, Climate Control; and Dawn Williams, Aberdeen Chamber



Geffdog – 10 Years

Pictured are Gail Ochs, Aberdeen Chamber; Patty Becker, Geffdog; Dawn Williams, Aberdeen Chamber; and Chris Woolverton, Geffdog



Molded Fiber Glass – 10 Years

Pictured are Mark Schaub, Molded Fiber Glass; Gail Ochs and Dawn Williams, Aberdeen Chamber



Minerva's – 20 Years

Pictured are Gail Ochs, Aberdeen Chamber; Jon Hoffman, Minerva's; Dawn Williams, Aberdeen Chamber and Lorenzo Pereda, Minerva's



Floor to Ceiling – 40 Years

Pictured are Gail Ochs, Aberdeen Chamber; Pat Aldinger, Deb Jensen & Chastidy Pletten, Floor to Ceiling; Dawn Williams, Aberdeen Chamber; and Evan Ormand & Bob Jensen, Floor to Ceiling



Northeastern Mental Health Center – 60 Years

Pictured are Susan Kornder, Northeastern Mental Health Center; Gail Ochs, Aberdeen Chamber; Lisa German & Deb Beckler, Northeastern Mental Health Center; and Dawn Williams, Aberdeen Chamber



Woodman Refrigeration – 100 Years

Pictured are Ramona & John Woodman, Woodman Refrigeration; and Gail Ochs & Dawn Williams, Aberdeen Chamber



Hitting Our Numbers



Dr. Jeremy Reed
Vice President for Enrollment Management and Student Affairs, NSU

On Sept. 20, per Board of Regents policy, Northern State University announced its fall enrollment numbers. While our overall headcount was down slightly, 3,493 students this year compared to 3,611 in fall 2017, many factors pointed

to encouraging signs of positive momentum on campus. Here are a few:

High School GPA

This year's group of first-time, full-time, bachelor's degree-seeking students has an average high school GPA of 3.431. Our data only goes back so far, but that is the highest high school GPA for a Northern cohort in at least 10 years. It's likely one of the highest high school GPAs for a Northern class ever. When managing a university's enrollment, it is important that quantity doesn't affect quality, and this year's numbers showed an increase without sacrificing academic quality.

Larger Freshman Class

Northern has 339 freshmen this year, nearly a 5 percent increase from fall 2017. Our goal was 340. It's important to hit this goal, as first-time freshmen take the vast majority of Admissions' time and resources. This group historically lives on campus, works in the community and patronizes local eateries. It's also the group that Northern will continue to focus on increasing, as our goal for 2019 is more than 340 new freshman.

Retention

Our freshmen to sophomore retention rate, the rate at which freshmen continue their studies at Northern, remained historically high at 75 percent. This is the first time in at least 20 years that Northern has had three years in a row of retention rates over 70 percent. This is incredibly important for enrollment; since Admissions spends months and years recruiting students, we need to do our very best to keep them here and in our community. Our campus goal for retention is 80 percent (which rivals private institutions), and every person on campus plays a part. We're extremely proud of this metric, but we know our work is never done.

More Graduate Students

In addition to more freshman students, we saw a 71 percent jump in the number of first-time, degree-seeking graduate students. We are always looking to expand our graduate offerings, including a proposal for a master's program for teachers of the visually impaired – part of our collaboration with the South Dakota School for the Blind and Visually Impaired. If you or anyone you know is interested in furthering their education, have them email gradstudies@northern.edu.

Tops in Keeping Graduates in S.D.

According to a Board of Regents analysis, Northern leads the way among SDBOR institutions in keeping graduates in South Dakota, with 66.3 percent of NSU's undergraduate degree-earners employed in state after graduation. The average of the other SDBOR institutions was 60.9 percent. This is one way Northern contributes more than \$229 million of annual economic impact to South Dakota, per a SDBOR 2016 economic report.

I'm proud of the work the Admissions team, our coaches, faculty and staff did this past year, but we are far from done. There is always a sense of eagerness when your livelihood depends on the decisions of 17-year-olds, but this is our trade. Seeing new students start their educations, work through classes and then graduate is the most rewarding part of my job.

We owe it to our community and region to unleash a steady stream of talented and work-ready graduates. I'm confident we will meet that challenge.

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ABERDEEN WOMAN NAMED INFLUENTIAL WOMAN IN HOSPITALITY

My Place Hotels of America is thrilled to announce Aberdeen's own Sarah Dinger, SVP of Brand Management, is among 38 of the nation's leading hospitality professionals named as 2018's most Influential Women in Hospitality by Hotel Management Magazine. As the hospitality industry's magazine of record for more than 140 years, Hotel Management published the annual honors in the October print issue which can be found online at www.hotelmanagementdigital.com.



Dinger

Of the honorees, "Each has used her unique abilities to carve a path of leadership well worth reading about," said Hotel Management editor in chief Stefani O'Connor.

In addition to Dinger's biography, Hotel Management published an Outside Perspective column featuring the company's key successes from her unique vantage point as My Place Hotels' first employee. "In seeing our footprint grow from the first location as well as our company grow from its first employee, I've also recognized that

while the number of new relationships formed may be a measure of growth, the real indicator of our success lies in our ability to maintain relationships despite our rapid growth. In doing so, My Place culture goes full circle," wrote Dinger.

As My Place Hotels prepares to celebrate its 5th anniversary since the franchise system's launch in 2014, the brand has quickly emerged as an industry leader with high guest satisfaction scores and a pipeline over 120 hotels. President and CEO Ryan Rivett said Dinger's industry recognition is a meaningful honor enthusiastically noted and shared by all who have benefited from her dedicated leadership since the brand's beginnings. "Service is part of Sarah's DNA and her service to My Place Hotels has helped shape our company into the trusted, sought-after and rapidly-growing brand it is today. While we have long believed Sarah to be among the industry's best, celebrating her story and spirit with our community at large is deeply rewarding for all of us," said Rivett.

PAYNE NAMED CROP AGENT OF THE YEAR

Eric Payne of Insurance Plus was named the 2018 Crop Agent of the Year at the Independent Insurance Agents of South Dakota annual convention on September 24th in Deadwood. Eric was honored for his

knowledge of the multi-peril crop program, and for taking time to help his clients understand their options so they can make the best management decisions possible.

Eric began his career in the insurance industry in 2011. After graduating from Northern State University in 2006 with a B.A. in marketing and business management, he spent four years in Austin, Texas,

where he was a golf pro at a high-end private club. Texas is also where he met and married his wife, Megan. They decided to move back to South Dakota and, after a short stint working on his family ranch near Leola, he "found the career of a lifetime."



Payne

Eric's dedication to his clients and industry also reaches beyond his work at Insurance Plus. He has been actively involved in the Young Agents Committee, which has taken him to the IIABA National Legislative Conference. Eric has earned a seat on the National IIA Crop Task Force, where he will continue to speak on behalf of the crop insurance and agriculture industries in South Dakota.

REVO INSURANCE ALLIANCE ANNOUNCES ITS NEW NAME

REVO Insurance Alliance, formerly known as The Rezatto Group, announces the rebranding of its Aberdeen-based insurance company to the REVO Insurance Alliance name. REVO



provides both commercial and personal lines of insurance as well as exclusive specialty programs for the hospitality industry in South Dakota, Montana and the Midwest region.

REVO Insurance Alliance changed its name after expanding operations into several neighboring states and has filed notice of the name change for processing with the insurance departments in the states where it serves policyholders.

Brett Rezatto, CEO, said, "We are excited with our name change which will match our branding initiative and set the stage for expanding the company locally, regionally and nationally. Our mission remains the same which is to bring a modern and efficient approach to the insurance industry while continuing to provide best-in-class personalized services coupled with unique and exclusive products for all our policyholders. We look forward to the continued growth of REVO both organically and through additional acquisitions."

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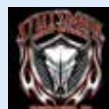
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Giving Back, All Year Long



Carl Perry,
Chair of the Partners
in Community Pride
Committee

The Partners in Community Pride Committee normally focuses on beautification, but this article puts the spotlight on pride in the generosity of our citizens. There are many wonderful things about the Aberdeen area.

Giving back to our communities is just one of the amazing things about this place on the prairie we call home. We are fortunate that countless groups and individuals get fired up about giving back and taking care of others throughout the year.

During this season of being thankful and sharing with others, the following list (in no particular order) of organizations and programs is a reminder that we are all in this together; a large group of folks who care about one another. Although not all-inclusive, this partial list tells a significant story of good people doing

good things.

- Empty Bowls fundraising event
- Kids Against Hunger
- Habitat for Humanity
- SPURS
- Meal on Wheels
- Salvation Army, food pantry and meals served daily
- Toys for Tots
- Kiwanis, Optimists, Sertoma, Exchange and Rotary Clubs and the projects they oversee for children, veterans and more
- Aberdeen Area Human Society
- United Way of NESD Day of Champions
- Boys & Girls Club, serving meals and snacks daily
- AAUW annual book sale for scholarships
- Homes Are Possible Inc.
- Table of Plenty at Zion Lutheran Church
- Backpacks for students,



Thanksgiving grocery sacks and bags of items for the homeless from New Life Fellowship

During this holiday season, please remember those in need. Chamber for Good (chamberforgood.com/aberdeen) is one way to find local non-profit charities accepting donations of time, items and money. It has been an honor to serve as the Chair of the Partners in Community Pride Committee this year. Blessings to all of you now and into 2019.



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