

# PROGRESS

MAGAZINE NOVEMBER/DECEMBER 2019



IN THIS ISSUE

NEW MEMBERS 7

ABBY AWARDS 12-13

DEMENTIA FRIENDLY AMERICA 19

BUSINESS RECOGNITIONS 23

CHAMBER BIG DATES 30

*Future Home of*

SCHWAN FINANCIAL GROUP



CELEBRATING

1984

35<sup>TH</sup>

2019

ANNIVERSARY

We Help People...

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- Business Succession



Schwan  
Financial  
Group<sup>LLC</sup>



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*Relationships*



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mhahler@cortrustbank.com



# We're in this *Together*

*Here, cancer treatment is more than medicine.*

*It's having a hand to hold.*

*Having a team alongside you.*

*As you face every obstacle.*

*As you celebrate each milestone.*

*We're in this together.*

**SANFORD**  
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cancer.sanfordhealth.org

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[schwanfg.com](http://schwanfg.com)



Schwan Financial Group was founded by John P. Schwan with a simple, albeit fundamental mission of being valuable to others (We Help People). More than 35 years later, that mission continues today. The story of Schwan Financial Group has been one of growth and transformation. What started as a local investment advisor firm has expanded into a National Multi Family Private Office meeting the financial, business and estate planning needs for families and businesses all over the country.

John will be the first to acknowledge this was not done by him alone; The relationships, partnerships, team members and community have catapulted Schwan Financial Group to where it is today. In the last ten years Schwan Financial Group has doubled its number of team members; The staff is comprised of forty full time professional team members and an internship program that attracts the best young talent. This Family Office has budded into a family business in its own right as John has three sons: Kyle, Kevin and Kory taking on active roles. Along with the investment in human capital, John and his business partner, Sarathi Giridhar (Mike Duch, Retired) made a significant decision to relocate the office and build into what is now the Super City Mall, being the fifth location since opening its doors in Aberdeen in 1984. The goal is to construct a new high tech, aesthetically pleasing building creating easier access for clients and a more conducive and efficient workplace.

Although many things have changed, Schwan Financial Group's commitment to those in which they serve has remained constant. It was early on in John's career that he realized people wanted to have a say in their financial future. The Ideal Plan Process™ was developed to put the client in control by identifying specific goals and objectives they wish to achieve. Equally as important as being in control is being understood. John and Schwan Financial Group's process is designed to bring clarity to what a client wants. Every objective or goal is captured and put in writing. With that foundation in place, The Master Plan System™ can be developed with all the research, analysis, recommendations and actions put in a numerical, graphical and written format for the clients benefit. Going through this process delivers Schwan Financial Group's clients a personal benchmark that can be measured and monitored with accountability that is second to none. After The Master Plan is in place, world class asset management services are integrated along with proactive tax planning and management to provide confidence and peace of mind.

The future looks exciting and promising at Schwan Financial Group. It is times like these that the value of holistic and integrated planning is so valuable. They will continue to develop their Multi Family Private Office services by adding the best talent and investing in technology to stay out in front and be one of their clients' most valuable resources.



Please visit [schwanfg.com](http://schwanfg.com) or call (605) 225-1047

# Chamber Now Accepting Applications for the 2020 Leadership Aberdeen Program



**Gail L. Ochs**  
President, IOM  
Aberdeen Chamber

2020 is going to be a great year and we are excited to kick it off right with the 34th Annual Leadership Aberdeen program! Leadership Aberdeen 2020 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 speakers and organizations that can 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 uses 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 Game 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 \$1000 to the Boys and Girls Club.

**2018:** The Class worked with local artists to refurbish “ghost advertising signs” in the downtown area. The project continues to this day with six total signs completed to date.

**2019:** The class hosted “Night In A Car For Journey Home” to raise awareness about homelessness in our community. They raised \$20,000 for The Journey Home.

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

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

If you’re interested in participating, or sending someone from your business, Leadership Aberdeen tuition for the 13-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 12th and goes through the end of March. 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. You can find the schedule as well as an application at our website: [www.aberdeen-chamber.com](http://www.aberdeen-chamber.com) or you can email us at [info@aberdeen-chamber.com](mailto:info@aberdeen-chamber.com).

## 2019 Chamber Leadership

### Executive Board

Dawn Williams, Chair	SD Dept. of Labor
Jack Hollinsworth, Chair-Elect	JDH Construction
Jeff Poppen, Vice Chair	Sanford Aberdeen Medical Center
Robert Goscicki, Treasurer	Aberdeen Federal Credit Union
Kellie Ecker, Secretary	SD Mfg & Tech Solutions

### Staff

Gail Ochs	President
Bea Smith	Director of Member Services and Events
Lisa Anderson	Director of Public Relations, Committees and Programs
Stacie Wiedebush	Finance Manager
Dawn Maas	Administrative Assistant

### Full Board

Brett Deibert	Farm Credit Services of America
Dr. Timothy Downs	Northern State University
Justin Feickert	Midstates Group
Julie Fischbach	Mainstream Boutique
Todd Forkel	Avera St. Luke’s
David Novstrup	Wylie Thunder Road
Matt Prehn	Midstates Group
Katie Washnok	Blackout Industries
Dr. Sandra Welling	Presentation College
Heath Johnson, ADA Liaison	Dakota Plains Real Estate
Devin Reints, CVB Board Liaison	Dakota Broadcasting
Mike Sommers, ADC Board Liaison	Double D Body Shop
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: Schwan Financial Group**

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# There's Much to Be Thankful for in Aberdeen



**Dawn Williams**  
2019 Chamber Board Chair, SD Dept. of Labor & Regulation

It is bittersweet for me as I realize this will be the last article that I write for the Progress magazine as the Chair of the Chamber Board of Directors. To say the time flew by this year would be an understatement. Some of the reasons that I

wanted to join the board was to have the opportunity to become a better community member by volunteering, getting to know more about our business community, and to encourage growth among our future leaders. During my time spent on the Chamber,

I realized part of our success is based on the fact that we recognize that all parts of the organization are mutually valuable as we all work together toward achieving our goals and vision for a better Aberdeen.

I want to thank the Chamber board, the staff and all of our volunteers for being so amazing and assisting me throughout the year. We all come from different walks of life, have different opinions and viewpoints but we all work together to ensure we are focused on what is best for our community.

It has been my pleasure to see the success of the Leadership Aberdeen program throughout the years and to witness the growth and development it provides for our future leaders. I have been in awe of the projects they take on each year and very appreciative of the time and dedication they commit to the program. The Chamber is now recruiting for the next class and I would highly encourage you to be a part of it if you have not participated in the program already. I can't wait to see what the class of 2020 will bring!

This years ABBY Awards event was a huge success as we got to celebrate "The Greatest Town" and honor some of our area businesses for their outstanding performance, business practices and customer satisfaction. Thank you again to the Chamber Diplomats for planning and organizing a wonderful evening and to Bea Smith and Megan Rosendahl for their amazing video creation allowing the Chamber Board members to show off their talents and remind us of everything we have to be thankful for in Aberdeen.

We still have a few events coming up before the year is over. The Annual Ag Appreciation Banquet will be held on November 22nd with entertainment by John King. This event is always a huge success as it is our way to thank the farm and ranch families that mean so much to our community.

Christmas with the Chamber is just around the corner and will be held on December 12th at the Dakota Event Center. This is always a fun filled evening with great food, Silent and Live Auctions, Wine & Liquor Pull and entertainment by The Cat's Pajamas. It is always a great start to the holiday season and I hope to see you there!

I can't wait to see what the next year will bring. We have already started working on our 2020 Program of Work and continue to focus on how best we can serve you, our Chamber members and the Aberdeen community. I have greatly appreciated my time serving as the Board Chair and the opportunity to get to meet and visit with Aberdeen's best! Thank you to everyone that has helped me along the way. I am excited for Jack Hollinsworth to be serving you as the 2020 Chamber Board Chair.



**3RD ANNUAL** **TICKETS ON SALE NOW!**

ALL PROCEEDS TO BENEFIT  
**BOYS & GIRLS CLUB OF ABERDEEN AREA**

**BEST OVERALL!** **PEOPLE'S CHOICE!**

**ALL AGES!** **KIDS ZONE!**

**KING OF WINGS**

*A Chicken Wing Tasting Event  
Naming the Best Wings in the Region*

**Saturday, December 7, 2019 - 2:00PM-5:00PM at the  
BOYS & GIRLS CLUB OF ABERDEEN AREA**

**Tickets are now ON SALE!**  
\$15/ticket - 12 and under \$10  
Kid zone with snacks will be available.

**Buy a ticket!  
Win a prize!**  
Each ticket purchased enters you for a chance to win a Big Green Egg prize package! (need not be present to win!)

To purchase tickets or to get your team registered call the Boys & Girls Club of Aberdeen Area at (605) 225-8714 or stop by the Club at 1121 First Avenue SE - Aberdeen, SD

# welcome new members

## Aberdeen Monument Co

Erin Coats, Manager • 101 6th Ave SW  
Aberdeen • [sunburstmemorials.com](http://sunburstmemorials.com)

At Aberdeen Monument, we commit to creating a memorial that honors your ideas, values and heritage. We promise that you will receive the respect, compassion and ethical service you deserve.



## American Family Insurance

CJ Huber, Owner • 1923 6th Ave SE, Ste 10  
Aberdeen • [agent.amfam.com/cj-huber](http://agent.amfam.com/cj-huber)

As your American Family Insurance agent, I can offer you dependable auto, home, business, health and life insurance. My team is here to serve. Our unique backgrounds, training and experience have prepared us well to help meet your insurance needs.



## City Lights

Carol Aberle, Manager • 3116 S 2nd St, Aberdeen  
[facebook.com/citylightsbarandeventcenter](http://facebook.com/citylightsbarandeventcenter)

City Lights Bar & Event Center is a great local bar to gather with your friends. The event center is the largest of its kind in the area. We offer exceptional service, a fun atmosphere and a place to make special memories.



## Dakota Appliance Outlet

Kari & Ed Leonard, Owners • 1020 6th Ave SE, Aberdeen  
[facebook.com/DakotaApplianceOutletIAberdeen](http://facebook.com/DakotaApplianceOutletIAberdeen)

We carry new and nearly new scratch and dent appliances for a discount of 35-70% off retail prices.



## Half Cocked Lodge

Dave Usselman, Owner • 342 S Shore Dr, Mina  
[halfcockedlodge.com](http://halfcockedlodge.com)

Half Cocked Lodge and Double Barrel Inn has some of the finest land to hunt and the friendliest and coziest lodge around. Services include pheasant hunting packages, lodging & transportation, hunting dogs, home cooked meals and special occasion rentals in a friendly family atmosphere.



## Hardly Working Productions

Deena Ronayne, Owner • Aberdeen  
[hardlyworkingproductions.com](http://hardlyworkingproductions.com)

Hardly Working Productions is built around the notion that when you are doing something you love, it is not work. Our production company is dedicated to putting up fun, unique and intriguing shows. We also provide services for marketing, promotions, special event acting troupes and creative writing.



## Farmers Insurance - Tiffany Paul Agency

Tiffany Paul, Owner • 3015 6th Ave SE, Ste 11, Aberdeen  
[agents.farmers.com/sd/aberndeen/tiffany-paul](http://agents.farmers.com/sd/aberndeen/tiffany-paul)

We pride ourselves on providing outstanding customer service and ensuring each client is educated on their specific coverage options for auto, home, life, commercial, specialty, renters insurance and more!



## ICAN

Kayla Cavalier, Account Executive  
640 9th St SW, Ste 600, Aberdeen • [icanadvertising.com](http://icanadvertising.com)

ICAN (Independent Cable Advertising Network) partners with dozens of independent cable providers across the states of Iowa and South Dakota to help advertisers target the communities most important to their business and place commercials on the networks their customers are watching.



## RentAberdeen.com

Eric Vetter, Owner • Aberdeen, [rentaberdeen.com](http://rentaberdeen.com)  
RentAberdeen.com is your number one source for residential and commercial space for rent in Aberdeen.



## South Dakota Safety Council

Moira Beznoska, Associate Director  
Sioux Falls, [southdakotasafetycouncil.org](http://southdakotasafetycouncil.org)

We're here to help employers and workers, families and communities reduce unintentional injuries ("accidents") through training and consultation. We're a private, non-profit organization with a goal of making South Dakota a safer place to live.



## Southern Shack Designs

Lynne McCafferty, Owner • 312 6th Ave SW, Aberdeen  
[facebook.com/SimplySouthernLady](http://facebook.com/SimplySouthernLady)

Refurbished, repurposed and restored furniture, hand crafted home decor, Native American art, antiques and collectibles. We also do custom furniture!



## The Corner Book Shoppe

Elizabeth Svensen, Owner • 504 S State Street, Aberdeen  
[facebook.com/The-Corner-Book-Shoppe](http://facebook.com/The-Corner-Book-Shoppe)

The Corner Book Shoppe is distinct for its wonderful selection, convenient prices and amazing customer service.



## The Main Frame

Brittany Saylor, Owner • 523 S Main Street  
Aberdeen • [facebook.com/themainframeaberndeen](http://facebook.com/themainframeaberndeen)

The Main Frame offers custom framing, sublimation, apparel, baby items, drinkware, décor and a large selection of art. Custom and ready-made embroidery & vinyl graphics for shirts, towels, hats, bags, mugs and anything else! We also accept handmade vendors.



## 41st Annual Winterfest



**Stacy Braun**  
Executive Director,  
Aberdeen Area Arts  
Council

The 41st annual Winterfest will be held at the Aberdeen Civic Arena, 203 S. Washington Street in Aberdeen, SD on Saturday and Sunday, November 23-24. Hours on Saturday are 10:00 a.m. to 5:00 p.m.

and on Sunday from 10:00 a.m. to 4:00 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 as well as local musicians playing music for your enjoyment.

This two-day event is co-sponsored by the Aberdeen Area Arts Council and the Aberdeen Parks, Recreation & Forestry Department. For more information, contact the Aberdeen Parks, Recreation and Forestry Department at 626-7015.



New Business

**Dakota Appliance Outlet II**  
1020 6th Ave SE • 605-520-1210  
dakotaapplianceoutlet.com



New Location

**Heiser's Jewelry**  
506 S Harvard St • 605-229-6705  
heisersjewelry.com



New Location

**Northeastern Dental Center**  
110 6th Ave SE • 605-226-3939  
northeasterdentalcenter.com



New Business

**Edward Jones - Cole Kukowski**  
123 4th Ave SW Suite 2 • 605-277-9892  
edwardjones.com



New Location/New Ownership

**Interior Design Concepts**  
21 N Main St • 605-229-0510  
aberdeeninteriordesignconcepts.com



New Location

**Grassland Granite**  
15 1st Ave NW • 605-725-3605  
grasslandgranite.com





**New Business**

**Dakota Music Academy**  
 104 S Main St Suite B • 605-262-1700  
 dakotamusicacademy.com



**New Location**

**Shopko Optical**  
 3307 7th Ave SE #105 • 605-225-7677  
 Shopko.com



**Renovation**

**Kens SuperFair Foods**  
 2201 6th Ave SE • 605-225-6671  
 kenssuperfair.com



**Renovation/Expansion**

**Avera Human Performance Center**  
 815 1st Ave SE • 605-622-5900  
 avera.org



**New Business**

**American Family Insurance - CJ Huber**  
 1923 6th Ave SE Suite 108 • 605-824-3279  
 agent.amfam.com/cj-huber



**New Business**

**Farmers Insurance - Tiffany Paul Agency**  
 3015 6th Ave SE Suite 11 • 605-380-8512  
 farmersagent.com/jdrageset



**VA Clinic**  
909 S Lamont St



**Mainstream Boutique**  
3307 7th Ave SE Suite 110 • 605-262-3046  
mainstreamboutique.com



**Harvey C Jewett IV Regional Science Center**  
1200 S Jay St • 605-626-2601  
northern.edu



**Dorothy's Farmstead Playground**  
Storybook Land at Wylie Park



**Salt Serenity**  
224 1st Ave SE • 605-651-9737  
Saltserenitysd.com



**Fit & Fire Aerial Yoga Studio**  
224 1st Ave SE • 605-262-0405  
leanbodybarre.com



**Angelhaus**  
1717 E Melgaard Rd • 605-725-7777  
angel.haus



**Caribou Coffee**  
604 6th Ave SE Ste 1 • 605-262-4001



**Geffdog Design & Apparel**  
20 6th Ave SE • 605-225-8939  
geffdog.com



**ABERDEEN™ AG COMMITTEE**  
AREA CHAMBER OF COMMERCE Is Proud to Present

JOHN KING

**Ag Appreciation Banquet**  
Friday, November 22, 2019  
Dakota Event Center

Tickets on sale at the Chamber Office  
516 South Main Street • \$25 each  
(includes steak meal and entertainment)

**2019 Ambassador Hat & Mitten Drive**

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

Drop items or cash donations at the Chamber office  
516 S Main Street  
through December 12th!

New items only please.

# 25th Annual ABBY Awards

The Chamber staff, board of directors and volunteers congratulate the winners of the 25th annual ABBY Awards. Winners were revealed at the annual ABBY Awards Banquet on Thursday, September 19th at the Dakota Event Center. The purpose of the ABBY Awards is to honor 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 or categories in which they were nominated. Judges from Chambers of Commerce from around the country reviewed the applications and chose the winners based upon the information in their applications. The only category voted on locally is the People's Choice Award.

In addition to the program, the guests enjoyed a video showcasing Aberdeen as "the greatest town",

featuring the Chamber Board of Directors, Chamber staff and Mayor Schaunaman. The video can be viewed on the Chamber's YouTube channel at <https://www.youtube.com/watch?v=LhaZg8jWwS>.

The ABBY Award program is hosted by the Chamber's Diplomat Committee and sponsored by the Aberdeen Development Corporation. Kudos to the 2019 winners!



Community Involvement-Non Profit – **Aberdeen Amateur Hockey Association**



Agribusiness – **Agtegra Cooperative**



Bridge Builder – **Avera Project SEARCH**



Customer Service-Retail – **Catching Fireflies Boutique**

*Photography by Bremer Photography.*



Professional Service – **Cornerstones Career Learning Center**



People's Choice – **Dacotah Bank**



Health & Wellness – **Aspire**



Manufacturing – **Glacial Lakes Energy**



Customer Service-Service – **Climate Control**



Community Involvement-Business – **Insurance Plus**

# Local Businesses Hit Anniversary Milestones

The following businesses were honored at the September Business After Hours mixer for their milestone anniversaries in 2019.



**Caribou Coffee – 5 Years**

Gail Ochs, Aberdeen Chamber; Brittnee Vogel & Geena Hanson, Caribou Coffee



**Riddle's Jewelry – 60 Years**

Gail Ochs, Aberdeen Chamber; Don Reshetar & Courtney Rott, Riddle's Jewelry



**3M Company – 45 Years**

Gail Ochs, Aberdeen Chamber; Barb Hauge, Rose Johnson, Andy Rehder, Paul Galatro & Dan Uhlir, 3M



**Schwan Financial Group, LLC – 35 Years**

Gail Ochs, Aberdeen Chamber; Sarathi Giridhar & John Schwan, Schwan Financial Group



**Century Business Products – 35 Years**

Gail Ochs, Aberdeen Chamber; Mike Satter, Mike Wiese & Dale Smid, Century Business Products



## PEOPLE'S CHOICE ABBY AWARD WINNER

The People's Choice Award is presented to a business or organization that demonstrates exceptional performance in its support of the community and increases community pride through their efforts.



**DACOTAH BANK**

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FDIC Insurance and Trust not FDIC insured.



## Trusted Care.

We are independently owned and operated pharmacies, where you'll find exceptional service, a full selection of healthcare products and the one-on-one attention you deserve, all for competitive prices and similar co-pays.

Get to know us; we'd love to offer you the personalized, quality care you need to manage your entire family's health.

### ABERDEEN Medical Center PHARMACY



[AberdeenPharmacy.com/servingyou](http://AberdeenPharmacy.com/servingyou)

These pharmacies are independently owned and operated under a license from Health Mart Systems, Inc.



**Locations:**

**Plaza Pharmacy**  
KEN'S SUPERFAIR FOODS  
605.225.6344

**State Street Pharmacy**  
AVERA STATE STREET MEDICAL SQUARE  
605.225.1945

**United Clinic Pharmacy**  
SANFORD ABERDEEN CLINIC  
605.225.4001

# UPCOMING COMMUNITY EVENTS

## NOVEMBER

- 7 ..... **Glasswork Demonstrations** Aberdeen Recreation & Cultural Center, [aberdeen.sd.us/146/Aberdeen-Recreation-Cultural-Center](http://aberdeen.sd.us/146/Aberdeen-Recreation-Cultural-Center)
- 7 ..... **3rd Annual Performance Showcase** KO Lee Aberdeen Public Library, [aberdeen.sd.us/library](http://aberdeen.sd.us/library)
- 8-10 ..... **DakYouth 2019** Aberdeen Recreation & Cultural Center, [dak youth.org](http://dak youth.org)
- 9 ..... **2nd Annual Coffee & Cocoa Crawl** Downtown Aberdeen, [pinnedworkshop.com](http://pinnedworkshop.com)
- 9 ..... **Try Hockey For Free Day** Odde Ice Center, [aberdeenhockey.com](http://aberdeenhockey.com)
- 9 ..... **Coats for Kids & Other Folk Giveaway** North Highland United Methodist Church, [northhighlandumc.org](http://northhighlandumc.org)
- 10 ..... **Family Day Out** Colorful Creations, [thecolorfulcreations.com](http://thecolorfulcreations.com)
- 10 ..... **Cheesecake Festival** Big Fella's, [facebook.com/rittersdelights](http://facebook.com/rittersdelights)
- 11 ..... **The Oak Ridge Boys** Aberdeen Civic Arena, [farmfour.net/orb](http://farmfour.net/orb)
- 12 ..... **Blood Drive Aerial Arts** by Avery, [facebook.com/events/471911036729215](http://facebook.com/events/471911036729215)
- 13 ..... **The Larry & Julie Poeppel Family Common Read Lecture** NSU/Johnson Fine Arts Center, [northern.edu](http://northern.edu)
- 13 ..... **Girls Night Out the Show** Zoo Bar, [facebook.com/thezooobar](http://facebook.com/thezooobar)
- 13 ..... **NSU Noon Forums: White Nationalism on Trial**, Northern State University Library, [northern.edu](http://northern.edu), 605-626-2608
- 14 ..... **Homeless Coalition Meeting** KO Lee Aberdeen Public Library, [facebook.com/aberdeenhcoa](http://facebook.com/aberdeenhcoa)
- 15 ..... **Puppet Show** KO Lee Aberdeen Public Library, [aberdeen.sd.us/library](http://aberdeen.sd.us/library)
- 16 ..... **Yelduz Provost Turkey Shoot** Yelduz Shrine, [yelduz.org](http://yelduz.org)
- 16 ..... **Meat Raffle & Free Chili Feed** The Crossing Bar, [Mina.facebook.com/minalakesouthdakota](http://Mina.facebook.com/minalakesouthdakota)
- 17 ..... **The Oak Ridge Boys** Aberdeen Civic Arena, [farmfour.net/orb](http://farmfour.net/orb)
- 18 ..... **Christmas Gathering** Southern Shack Designs, [facebook.com/simplysouthernlady](http://facebook.com/simplysouthernlady)
- 19 ..... **Paint Escape: Winter Wonderland Theme** KO Lee Aberdeen Public Library, [aberdeen.sd.us/library](http://aberdeen.sd.us/library)
- 20 ..... **OH Indie Pop: Racketman** Red Rooster Coffee House, [redroostercoffeehouse.com](http://redroostercoffeehouse.com)
- 20 ..... **NSU Noon Forums: Teaching with Business Cases in Chinese Classrooms**, Northern State University Library, [northern.edu](http://northern.edu), 605-626-2608
- 20-24 ..... **All is Calm: The Christmas Truce of 1914**, Aberdeen Community Theatre, [aberdeencommunitytheatre.com](http://aberdeencommunitytheatre.com)
- 21-23 ..... **2019 Dakota Fairs Convention** Best Western Ramkota Convention Center, [southdakotafairs.com](http://southdakotafairs.com)
- 23-24 ..... **Winterfest** Aberdeen Civic Arena, [aberdeenaareaartscouncil.com](http://aberdeenaareaartscouncil.com)
- 24 ..... **Yelduz Shrine Pancake Breakfast** Yelduz Shrine, [yelduz.org](http://yelduz.org)
- 24 ..... **Open Mic Night** Slackers, [slackersaberdeen.com](http://slackersaberdeen.com)
- 25 ..... **Moscow Ballet's Great Russian Nutcracker** NSU/Johnson Fine Arts Center [nutcracker.com](http://nutcracker.com)
- 29 ..... **Williams & Ree** Best Western Ramkota Convention Center Call 605-229-4040
- 29 ..... **Joe Nichols** Dakota Event Center, [dakotaeventcenter.com](http://dakotaeventcenter.com)

## DECEMBER

- 1 ..... **Bells and Friends: Joy to the World Handbell Concert** First United Methodist Church, [aberdeenfirst.org](http://aberdeenfirst.org)
- 4 ..... **NSU Noon Forums: The State of the State Budget**, Northern State University Library, [northern.edu](http://northern.edu), 605-626-2608
- 6-7 ..... **YMCA Girls Interstate Basketball Tournament** Various Locations, [aberdeenyumca.org](http://aberdeenyumca.org)
- 7 ..... **Winter Wonderland Build a Buddy** KO Lee Aberdeen Public Library, [aberdeen.sd.us/library](http://aberdeen.sd.us/library)
- 7-8 ..... **Living Christmas Tree** Aberdeen Civic Arena, [facebook.com/aberdeenlct](http://facebook.com/aberdeenlct)
- 13 ..... **Nightmare Before Christmas Party** YAPAtorium, [aberdeen.sd.us/152/YAPAtorium-Teen-Center](http://aberdeen.sd.us/152/YAPAtorium-Teen-Center)
- 31 ..... **New Year's Eve Party featuring Eclipse Band** Best Western Ramkota Convention Center, [facebook.com/eclipsepartyband](http://facebook.com/eclipsepartyband)

# Wellness Symposium Educates About the Meth Crisis

Around 120 community members turned out on Tuesday, October 15th to hear from a six-speaker panel about the meth crisis in our community.

Speakers and the information they focused on included:

- Detective Brad Jung with the Aberdeen Police Department – an overview of what the meth situation looks like in Aberdeen
- Brant Winter, firefighter/paramedic with Aberdeen Fire & Rescue – what and how our first responders are dealing with their contact with meth in homes
- Jim White, MS Ed, LAC, Clinical Supervisor with Northeastern Mental Health – the correlation between meth addiction and mental health

issues

- Crystal Christenson, who shared her family's personal journey with a meth addict and how the behavior affected loved ones

- Dave Jansa, addiction management coach with Face it Together – how the evidence-based peer coaching method they have developed works for those living with addiction, including loved ones

- Governor Kristi Noem – what is happening on the state level with the fight against meth in our communities, including a new awareness campaign that will begin in November



This event was hosted by the Chamber's Health & Wellness Committee and sponsored by Northern State University. Watch for another Wellness Symposium next June, with a topic to be determined.

# EB Bethesda

50 years of growth with a commitment to quality care options for all ages!



of providing innovative senior living options

## Remembering 1969

We will mark December 26, 2019 as the official start to a year-long 50th anniversary celebration of Bethesda Aberdeen!

What was the world like in 1969? In July, 1969, astronauts Neil Armstrong and Edwin “Buzz” Aldrin became the first to walk on the moon, arguably one of the most historic events of our times. Music wasn’t solely art, it became a platform to send a message. Woodstock was in full force in August with 400,000 attendees. People were gathering to hear the voices of their generation with the belief that there was more to the world than the chaos of war around them.

Around the family Christmas tree in December, kids were opening up gifts from Santa such as Silly String, Big Wheels and Nerf Balls.

On the healthcare front, care options for seniors were also undergoing cultural adjustments to provide senior long term care opportunities outside of the traditional family setting. Skilled nursing home options became a possibility across the nation . . . including in Aberdeen.

## The Bethesda Story

**Bethesda Home** opened its doors in 1969 as a skilled nursing care facility on a 22-acre campus in Aberdeen. In 2001,

a renovation project was completed to provide 86 private rooms for all residents. Bethesda Home offers a warm and caring atmosphere whether the stay is to facilitate recovery or a need for around-the-clock long-term care.

In 1981, the **Bethesda Sharing Center** opened to provide child care to employees and later expanded to include daycare and pre-school opportunities for the community. Bethesda Sharing Center offers loving, quality childcare



and preschool opportunities in a unique intergenerational setting.

In 1985, a vision for a continuum of care was recognized and **Parkside Retirement Community** opened with 61 apartments for independent senior living. Residents also have priority access to our on-site assisted living apartments and skilled nursing home, if ever needed. Our spacious main level apartments feature no steps. Apartments are all 1- and 2-bedroom units with kitchens and equipped with 24-hour emergency call system.

In 1997, **Bethesda Towne Square**

opened to provide assisted living services. Today, Bethesda Towne Square continues to be a highly valued senior living option for seniors who are not able to live independently, yet are not needing the full set of skilled nursing services provided through Bethesda Home. The Bethesda Towne Square Assisted Living Community offers 40 spacious apartment suites. Residents also have priority access to our on-site skilled nursing home, if ever needed.

In 2008, **Bethesda In-Home Community Services** were added to provide compassionate care for people in their home environment. Trained professional staff travel to a client’s home to provide this individualized care within a 50-mile radius of Aberdeen.

In-home services range from skilled nursing, companionship, transportation and more.

The **K.O. Lee Adult Day Health Center at Bethesda** opened in November, 2014 to provide a flexible care option to allow individuals to stay in their home environment longer. Adult Day is designed for senior clients to enjoy social interaction and recreational activities in a safe and supportive environment weekdays from 8 am - 5 pm.

To learn more about our services and facilities, go to [www.aberdeenbethesda.org](http://www.aberdeenbethesda.org)



## Continuing Our Story

While an anniversary celebrates the past, it also marks a time to look forward. The key to our continued growth has been a willingness to demonstrate passion, flexibility, yet carefully measured phases of growth. In 1969 when Bethesda leadership was initiating the plans for the future of Bethesda; Jim and Kathy Herman were also starting their journey together.

This past summer, Erin Ballard, reporter for the Aberdeen American News, provided a beautifully written story about this very special Aberdeen couple and the K.O. Lee Adult Day Health Center at Bethesda.

To read the full story about Jim and Kathy and Bethesda's facilities and

services available for those affected by dementia; go to [www.aberdeenbethesda.com](http://www.aberdeenbethesda.com) and click on the News tab. The story is entitled, "When Caregivers Need a Break". Together, Erin's words and John Davis' endearing photos captured Jim's unwavering love for his wife of nearly 50 years, his heartache over an unfair disease and his complete trust in the care team at the K.O. Lee Adult Day Health Center at Bethesda.



Bethesda Senior Living is a not-for-profit organization sponsored by twelve area ELCA Lutheran Churches and governed by a nine-member board elected from our sponsoring congregations.

These churches have faithfully guided our growth for fifty years:

- Bethlehem Lutheran, Aberdeen
- Emmanuel Lutheran, Groton
- Good Shepherd Lutheran, Aberdeen
- Our Savior's Lutheran, Redfield
- St. James Lutheran, Leola
- St. John's Lutheran, Hecla
- St. John Lutheran, Warner
- St. Paul's Lutheran, Frederick
- Savo Lutheran, Frederick
- Scandinavia Lutheran, Aberdeen
- Trinity Lutheran, Houghton
- Zion Lutheran, Aberdeen



The City of Aberdeen was recently welcomed into the nationally known Dementia Friendly America (DFA) network of communities. Aberdeen is the first community in South Dakota to earn this distinction. An area action team

comprised of local health care professionals, business professionals, public officials and caregivers are working together on this awareness project. Bethesda Aberdeen is proud to serve as Aberdeen's Champion Organization and fiscal sponsor for DFA . This effort represents not only Bethesda Aberdeen's commitment to care, but the entire community's passion to meet the needs of today's families now and into the future.

## Bethesda Aberdeen Foundation

The Bethesda Aberdeen Foundation was created to dedicate funds and build awareness to advance Bethesda's mission of caring for others. The Foundation, a designated 501 (c) 3 charitable organization, works with donors regarding charitable giving options that best fit their philanthropic goals. Since opening in 1969, Bethesda has expanded services thanks to the generosity of those who enthusiastically support our ministry of service. At Bethesda, every gift is significant as we strive to meet the needs of today's family.

Looking back at 1969 to celebrate Bethesda Aberdeen's fifty years of longevity comes with a sense of gratitude and thankfulness. We are grateful to our board leadership, donors, staff and volunteers who together advance the Bethesda mission of having facilities and services for all ages and stages of life.

## Take the \$50 for 50 Challenge!

We're challenging all new and current donors (individuals, businesses and organizations) to make a donation in \$50 increments (\$50, \$100, \$500, \$1,000 or greater) in honor of Bethesda's 50 years of service to the community/region.

All **\$50 for 50 Challenge** donations will be designated to the Foundation's Endowment Fund for future expansion of programs, services and facilities to meet the ever growing and ever changing senior living needs of our region.

For more information about Bethesda Aberdeen, please see our newly designed website at

[www.aberdeenbethesda.org](http://www.aberdeenbethesda.org)



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## DID YOU KNOW?

### WINDOWS 7 & SERVER 2008 SUPPORT ENDS ON JAN. 14, 2020

Microsoft will end extended support for Windows 7 and Server 2008 on January 14, 2020. In less than a year, those still using Windows 7 after that date, will no longer receive free technical support, software and security updates putting their computer at risk of viruses and malware.

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*Who makes the best pheasant sandwich?*

# PHEASANT



# Sandwich SHOOTOUT

6:30 p.m. Thursday  
November 14, 2019  
Aberdeen Civic Arena

*Following Business After Hours*

Sponsored by the Aberdeen Area  
Convention and Visitors Bureau

# Aberdeen First in South Dakota to be Accepted into DFA

Aberdeen was recently welcomed into the Dementia Friendly America (DFA) network of communities. The Aberdeen Area Chamber of Commerce's Health & Wellness Committee, with the assistance of Dr. Harvey Hart, began the process of becoming a DFA community in April of this year. An action team was put in place – made up of local health care professionals, business professionals, public officials & their representatives and caregivers – and a readiness and recognition criteria statement was submitted to DFA. Official word of acceptance was received on September 17, 2019.

Founded in 2015, DFA is a national

network of communities, organizations and individuals seeking to ensure that communities across the US are equipped to support people living with dementia and their caregivers. Dementia friendly communities foster the ability of people living with dementia to remain in community and engage & thrive in day-to-day living.

Bethesda Home of Aberdeen serves as Aberdeen's Champion Organization and fiscal sponsor, although many organizations that serve the elder population will be working together to best serve their needs.

The Aberdeen DFA action team estimates it will take another 1 ½ to 2



years before all phases of the process are complete and a toolkit has been completed for our community. During this process, the action team will convene, engage, analyze and act together to educate our citizens and foster dementia friendliness.

Follow us on facebook: Dementia Friendly America - Aberdeen, SD.

# Get Jolly at Christmas with the Chamber

The December Business After Hours mixer, also known as Christmas with the Chamber, will be held on Thursday, December 12, 2019, at the Dakota Event Center. Sponsored by Midco and hosted by the Chamber Diplomats, things get going at 5:15 with heavy appetizers, a wine & liquor pull and silent auction. Let us help you have a holly, jolly Christmas...with the Chamber!

Entertainment this year is The Cat's Pajamas, a five person a capella group that has been touring around the world since 2005 and has recently been featured on Next Great American Band, America's Got Talent and season 3 of NBC's The Sing-Off. Find out more online at [vocalmeow.com](http://vocalmeow.com).

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

business offers. The auction helps the Chamber



continue its annual programs and events and it helps YOU promote your business during the holiday gift-buying season. With each donation of an item or items valued at \$100, you will receive one ticket to the event. Items will be displayed for the auctions with the sponsoring business names. Please have your items to the Chamber office no later than December 7th or contact the Chamber for a time when it can be picked up from your business.

Cost is \$25 in advance or \$30 if you RSVP the day of the event for Chamber members. Non-members are welcome to attend at a cost of \$35 in advance or \$40 the day of. To reserve your spot, call the Chamber at 225-2860 or email [info@aberdeen-chamber.com](mailto:info@aberdeen-chamber.com). We hope to see you at the DEC on December 12th!



# Senator Thune Speaks to Chamber Committees at the Fair

As he does each August, Senator John Thune spent some time at the Brown County Fair this year. While he was there, he took some time out of his busy schedule to speak to the Chamber Ag and Community Affairs Committees about what's happening with agriculture issues in Washington DC.

Chamber members pictured back row, left to right, Sandra Welling, Lisa

Anderson, Gail Ochs, Jessica Falken and Neal Wietgreffe; middle row Kim Schneider, John Kannegieter, Roy Becker, Senator Thune, Chad Weber, Jarrett Rix and Carl Perry; front row Jim Raggatz, Sharon Stroschein, Dawn Williams, Connie Groop, Kellie Ecker, Laura Edwards, Melinda Reints, Julie Johnson and Adam Christianson.



# Congratulations to the 2019 CHS Hall of Fame Inductees!

(Pictured left to right) Roger McCafferty '81, Todd Thorson '89, Sonya Wagner (representing Dallas Hoff '49), Tonia (Burgard) Heath '99, Tracy (Arit) Anderson '84, Vaughan Hennen (representing Dr. Susan K. Vaughan '65), Dr. Ken Meier '68, Julie M. Johnson '71, Vicki Lust (representing Karen (Lust) McLaughlin '81), Mary Amacher '50-'88 at the CHS Hall of Fame Banquet on September 28, 2019 at Aberdeen Central High School



## Wellness Over the Holidays



**Jim White**  
MS ED, LAC  
Clinical Supervisor  
Northeastern Mental  
Health Center and  
Member of the  
Health & Wellness  
Committee

'Tis the season to be Jolly!!! Does the holiday season stress you out? You are definitely not alone, and I can admit I'm one of those people at times, has thought "the New Year can't get here fast enough". So why are so many of us unhappy during what is supposed to be the most wonderful time of the year?

In one word: stress. According to a survey by the American Psychological Association, 38 percent of people said their stress level increases during the holidays. Another survey, by the investment firm Principal Financial Group, revealed that 53 percent of people feel financially stressed by holiday spending, even though more than half of the 1,000 respondents had created spending budgets.

While the holiday season is a busy time for most. There is so much to do, attend and plan, which can bring up feelings of being overwhelmed, anxious, stressed, and depressed. Sometimes, these feelings are triggered by a specific event or life experience.

There are many things happening around the holidays that can act as triggers. This is also a time where people may feel acutely aware of the void left by the loss of a loved one, and their own personal loneliness. Here are 8 practical tips to help you thrive through the holidays:

1. Budget-

There are many expenses over the holidays, planning a budget can help avoid overextending yourself.

2. Family -

Not everyone in a family gets along. Set boundaries and be realistic about what you can and cannot do. Perhaps stay for the night not the weekend.

3. Overindulging - Winter months generally means less activity and more opportunities for food and drink which can lead to feelings of guilt or shame. Plan daily opportunities to be active.

4. Taking on too much - Pace yourself and only take on what is doable. Prioritize what is important and enlist others to help.

5. Loneliness and isolation- Make plans that include interactions with people such as; attending holiday activities hosted by your community, volunteering or joining a group. Let others know it would be helpful to check-up on you.

6. Loss- Acknowledge the holiday season won't be the same. Create a new tradition to honor your loved one and keep their memory alive.

7. Check-in with your mental health- What are your strategies for staying mentally healthy and how to recognize when you are not in balance?

8. End of year reflection- Avoid New Year's resolutions but rather center your focus on gratitude and celebrate what you are grateful for.

"News." CMHA Shuswap Revelstoke, 3 Dec. 2018, <https://shuswap-revelstoke.cmha.bc.ca/news/8-tips-for-mental-wellness-over-the-holidays/>.

To stay safe during this upcoming holiday season, avoid using alcohol or other mood-altering substances as stress relievers or coping skills as this will only lead to more problems. If you decide to indulge in an alcoholic beverage, do so in moderation.

If you find yourself struggling and feel the need for additional support, please do not hesitate to reach out to any of your local agencies that offer counseling services, or you may call 211.

# Field to Fork Event Educates



**Connie Groop**  
Freelance Ag Writer  
and Member of the  
Ag Committee

As consumers around us question the link between what they buy in the stores and the producers who grow it, establishing the connection is vital. In September, the Aberdeen Chamber Ag Committee and The Avera Foundation hosted our first Field to Fork

dinner to initiate conversations between consumers and farmers/ranchers. Chef Jacob Collins from Moccasin Creek Country Club reached out to locally source many of the menu items to provide us with an excellent meal.

As we ate, producers described a bit about their operations and the importance of their work. Bankers talked with pork and goat producers, doctors learned about cattle feedlots and young moms and dads learned about corn and soybean production.

Excess rains have challenged many of the farmers around the state. As rains

and snow continue to hamper progress this fall, farmers experience additional stress in trying to harvest crops from muddy fields while keeping an eye out for safety. We know that when farmers are hurting, those in businesses serving them will suffer also. As a way to reach out to the members of the ag community who may be stressed by this year's conditions, the dinner raised funds for the Avera Farm and Rural Stress Hotline. (1-800-691-4336.)

This event kicked off what we hope will be continued conversations, highlighting the talented producers behind what goes from fields to our forks.

We invite area people to join in additional conversations. The dinner table serves as the "Hungry for Truth" symbol of open dialogue about food and farming. The South Dakota Soybean Research & Promotion Council began an initiative to help consumers learn about the practices used in today's operations. For more information, check out [www.hungryfortruthsd.com](http://www.hungryfortruthsd.com).

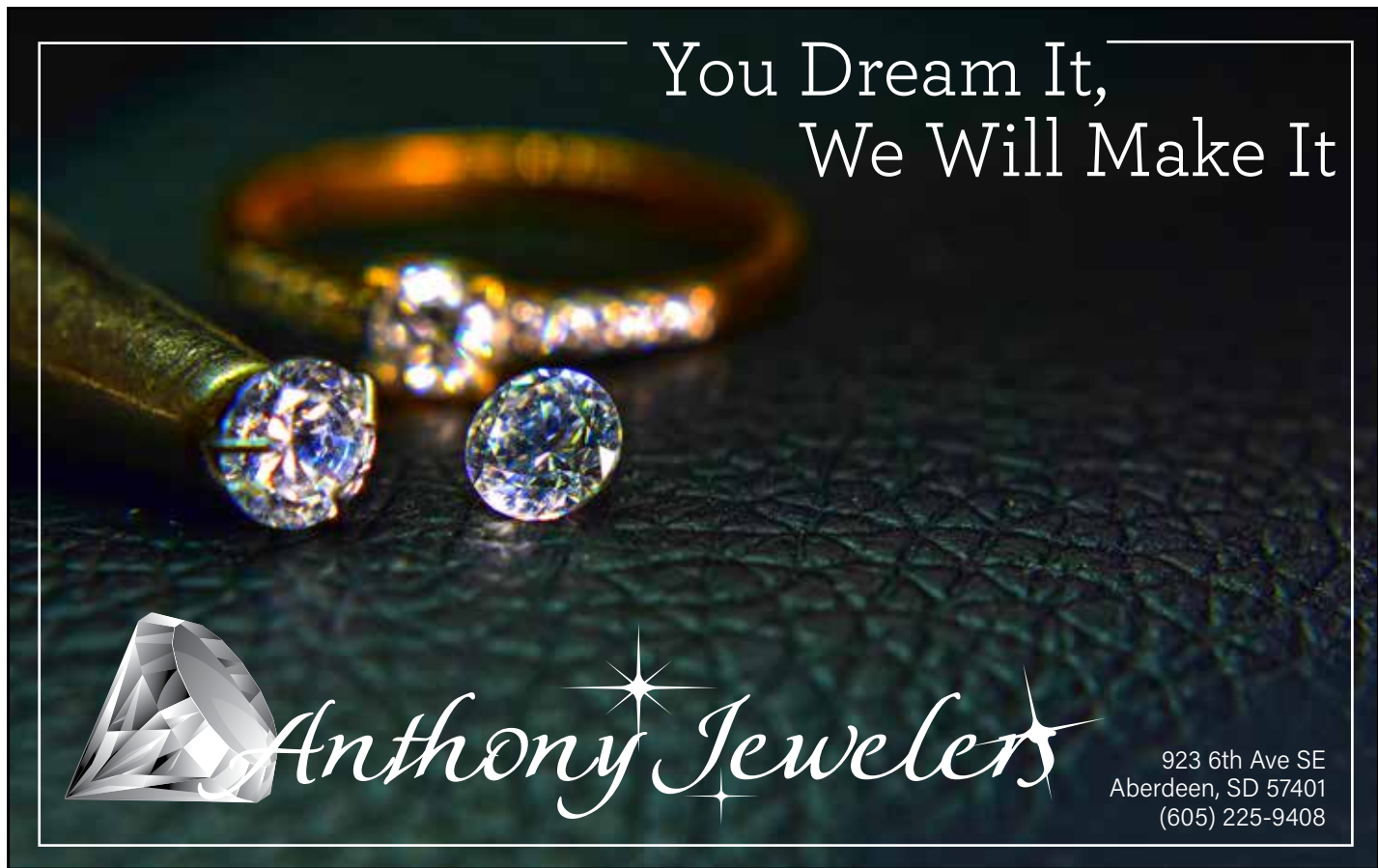
This last year, AGP built a new soybean processing plant here in Aberdeen where we will be able to sell



the soybeans from our field, adding value to them in our state before they are shipped to other countries. Soybeans are about 18% oil and 38% protein. The countries in the Pacific Rim have been some of our biggest markets. South Dakota is one of the top 10 soybean exporting states in the country, totaling \$1.3 billion in soybean exports annually. This operation joins the many other ag connected businesses vital to our community.

We hope this was the start of many conversations in gaining an understanding of how our food gets from field to fork. Let us know if you'd like to be involved.

You Dream It,  
We Will Make It



Anthony Jewelers

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# Aberdeen Visa Gift Card - Info to Get You Ready for the Holidays

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/>

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: <mailto:info@aberndeen-chamber.com>

## Addiction Prevention Program Available for Youth



**Jeremy Atkins, ACT**  
Avera Addiction Care  
Center and Member  
of the Health &  
Wellness Committee

Unbeknownst to many in the Aberdeen community, Avera provides addiction prevention education in the public school setting. The prevention program was designed to help children and families make positive choices in life.

Implementation of education to students and parents promotes a bridge for conversation between parents and their children in regard to current substance use and other negative behavior trends.

Using a proactive approach, the

Prevention Program aims to reduce the number of youth in the area using or abusing substances. The combined methods of the LifeSkills Program and Project Success Program bring real-life scenarios to the youth in a supportive counselor/mentor relationship to support students to resist using alcohol and drugs. Providing prevention education is an ever-changing focus. Like fashion trends substance use changes and varies with time. By collaborating with other support individuals within the community the Prevention Program works to find current trends and norms to provide the best prevention education possible. Recent inflated use of vaping has been an additional focus to the education program.

Our goal is to help student's make

the best possible decision. Ideally, we could convince every student to never use a substance in their life. Now realistically we understand that student's will. We want to give them the tools to be successful in life. We teach them other ways to deal with stress, relationships, school, family and many other topics that tend to lead towards substance use in teens.

If you or anyone you know is dealing with substance issues, please reach out. The prevention program is about getting student's help and setting them up to be successful human beings in the future. My contact information is [Jeremy.atkins@k12.sd.us](mailto:Jeremy.atkins@k12.sd.us); 605-725-8275, CHS and 605-622-5800, Avera Addiction Care Center.

## Presentation College Welcomes Interim President

Dr. Paula Langteau became Interim President of Presentation College on October 1 and says she's excited to meet Aberdeen's community and business leaders in the coming weeks. "I look forward to discovering new ways that Presentation College can serve Aberdeen, becoming an ever more visible and vital contributor to community success," Dr. Langteau said.

PC's Board of Trustees President,

David Giovannini, said, "We are very happy to have found someone of Dr. Langteau's caliber... (She) brings the energy, experience and vision necessary to lead the college as it addresses the changing needs of our students in support of the College's mission."

Dr. Langteau has 28 years of experience in higher education, with a focus on growing small campus enrollment by implementing innovative,

market-responsive programming and institutional branding.

Dr. Margaret Huber retired in September after serving as President since January of 2012.



# Enhance Aberdeen Business Recognitions

The following businesses were recognized by the Chamber's Enhance Aberdeen Committee for improvements made to their businesses or property. Improvements may include upgrades to the aesthetic appearance of the building or property and enhancements that increase quality of life for our residents.



**Aberdeen Dental Associates**  
4015 Steele Ave  
*New building*



**Eighth & Enterprise**  
8th Ave NE  
*New building*



**Heiser's Jewelry**  
506 S Harvard St  
*New building*



**Matchbox Recreation Center**  
110 S Centennial St  
*New building*



**Menards**  
3821 6th Ave SE  
*Updated planters and greenery*

## Cracker Barrels



The Chamber Community Affairs Committee will be hosting Cracker Barrels on the following Saturday mornings in 2020:

- January 25
- February 1
- February 8
- February 29

These meetings are free and open to the public. Join us at the NSU Student Center from 10:00 am – 12:00 pm each day for an opportunity to interact with your state Senators and Representatives. Legislators from Districts 1, 2 and 3 are invited to attend. This is a great opportunity to hear about bills and legislation being discussed in Pierre.



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# Top Five Business Mistakes That Can Land You in Court



**Kim Dorsett**  
Partner, Richard-son, Wylie, Wise, Sauck & Hieb

Simply put, owning and operating your own business is challenging. Aside from endless work hours, the constant paperwork, personnel matters, emails, and phone calls are equally exhausting. In the midst of all that stress it is very easy

to overlook the most basic employee practices, but a lawsuit pursued by a disgruntled employee will be infinitely more stressful. The following list serves as reminders of some of the most common, critical mistakes that can expose your business to a lawsuit.

**Poorly drafted or inconsistently applied personnel policies:** You must update your policies periodically and ensure they accurately reflect the law (ADA, FMLA, FLSA). It is also extremely important apply those policies consistently among all employees.

Granting an exception for one employee, but not another, is often the foundation for a discrimination claim.

**Unintentional modification of at-will employment:** South Dakota is an at-will employment state, which means as a general rule an employee may be terminated for any reason at anytime absent an exception to that rule. Oral promises like, "You'll always have a job here," or "Keep up the good work and I will promote you," can create an oral contract of employment, which can get you sued if you have to later terminate that employee for any reason. It is also very important to put clear at-will employment disclaimers in employee manuals.

**Mishandling personnel documents and information:** Personal files should include applications/resumes, performance reviews, any employment contracts, disciplinary documents, and signed employee acknowledgments. Personnel files should never include medical information, I-9 forms, or information about an employee's protected status. Those documents must be kept in a separate file that cannot be accessed by other

employees.

**Improper classification of employees:** Correctly categorizing an employee as exempt or non-exempt is critical to protecting your business. Overtime pay, disciplinary actions, and deductions from pay are all impacted by improper classification. Another expensive mistake is incorrectly designating someone as an independent contractor when they should be treated as an employee.

**Family Medical Leave Act Landmines:** If you are covered under FMLA, compliance with all of its terms is critical. Three common failures include failing to designate the "rolling" 12-month period, failing to designate leave as FMLA covered, and failing to designate and run FMLA leave concurrent with workers' compensation leave or other forms of paid leave. Ensuring that employees know and understand all these keys issues can go a long way in preventing misunderstandings later.

*This article is provided for informational purposes only, and is not to be construed as legal advice. For further questions, please consult with an attorney.*

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To learn more visit:  
[www.aberdeenhealthandrehab.com](http://www.aberdeenhealthandrehab.com)

## Chamber Welcomes New Administrative Assistant

Dawn Maas recently joined the Aberdeen Area Chamber of Commerce as the Administrative Assistant. Here's a little bit about Dawn, in her own words:

I may be the newest employee to the Aberdeen Chamber, but I am no stranger to this outstanding organization or the community. Being a volunteer with the Chamber for several years, including Ambassador's chair in 2017, was always so self-rewarding to me. I married Jay Maas, an Aberdeen native, 16 years ago, and we have one teenager, Miranda. Our family loves South Dakota and enjoys most things in the great outdoors. Our free time is mainly spent camping and golfing throughout the state, church activities, attending competitive swim meets and volunteering.





# Nominations Sought for Community Awards

On Tuesday, February 11, 2020, the Aberdeen Area Chamber of Commerce will recognize community leaders at the 15th annual Community Champions Awards Luncheon. At this event, hosted by the Chamber Ambassadors, several community and regional organizations come together to proudly acknowledge the recipients of several distinguished awards.

Each of the awards are listed below and detailed information about each one can be found at [www.aberdeen-chamber.com/143/Community-Champions-Awards-Luncheon](http://www.aberdeen-chamber.com/143/Community-Champions-Awards-Luncheon). Please think about who is deserving of recognition and nominate them via the contact information listed with each category. It's important for all of us to recognize achievement, vision, collaboration, generosity and spirit. Nominations must be received by December 27, 2019 to

allow applicants time to complete applications, which are due January 3, 2020.

The following are sponsored by the Chamber. To nominate someone, call 605-225-2860 or email [info@aberdeen-chamber.com](mailto:info@aberdeen-chamber.com).

- Woman of Spirit
- George
- STAR (Students Taking Active Responsibility)
- Emerging Leader
- ViTality
- Entrepreneur of the Year
- Military & Veterans Awards

The following are sponsored by the Aberdeen Area Convention & Visitors Bureau.



To nominate someone, call 605-225-2414 or email [info@aberdeencvb.com](mailto:info@aberdeencvb.com).

- Hometown Hero
- Spotlight

The following is sponsored by Prairie Family Business. To nominate someone, call 605-274- 9530 or email [fba@usd.edu](mailto:fba@usd.edu).

- Family Business of the Year

## Aberdeen Named Healthy Hometown<sup>sm</sup> Award Finalist

Aberdeen was a finalist for the Healthy Hometown<sup>sm</sup> Powered by Wellmark South Dakota Community Awards for 2019. This is the second year of the awards and the second year Aberdeen was a finalist. The awards are to recognize accomplishments in health improvement initiatives within South Dakota communities. The Chamber's Health & Wellness Committee, along with representative from the City of Aberdeen, work together to complete tactics identified by the group, with help from the Wellmark team.

This year five South Dakota communities were chosen as award winners – Custer, Dell Rapids,

Martin, Pierre and Rapid City. These communities each received \$5,000 to continue the important work of improving the physical, social and emotional well-being of South Dakotans.

Pictured left to right are Lisa Anderson, Aberdeen Chamber; Liesl Hovel, LSS; Annie Jacobson, Sanford; and Megan Erickson, SDSU Extension, members of the Health & Wellness Committee.



## TRAINING CALENDAR

### WEBINARS

All webinars are free unless otherwise noted. For more information, and to register, go to [www.eidebailly.com/insights/events](http://www.eidebailly.com/insights/events).

- Business Trends Webinar: Value of Cloud ERP/NetSuite, November 12, 12 p.m.
- Business Trends Webinar: Year-End Planning Update, November 14 or November 22, 12 p.m.
- Dealership Insights Webinar: Dealership HR – Workforce Retention, November 19, 12 p.m.
- Webinar: Tax Risks for Nonprofit Organizations, November 20, 11 a.m.
- Business Trends Webinar: Benefits of an IC-DISC, November 21, 12 p.m.
- Aberdeen Tax Update, Dakota Event Center, December 9, 8 a.m. – 4 p.m.
- Business Trends Webinar: Human Resources: Completing I-9s, December 10, 12 p.m.
- Business Trends Webinar: Understanding Nexus for Sales & Income Tax, December 12, 12 p.m.



# US Constitution Established Founding Fathers' Vision for America



**Mike Rounds**  
US Senator (R-SD)

The U.S. Constitution is the most sacred document in our nation's history. The Constitution established the three branches of our government and still to this day protects the rights of each American citizen. In the Senate, I work to

uphold the intent of the Constitution every day. As President Abraham Lincoln once said, "Don't interfere with anything in the Constitution. That must be maintained, for it is the only safeguard of our liberties."

As a member of the legislative branch, our Constitutional role is to write laws—we do not have the power or authority to enforce laws or interpret the laws. Those powers were given to the executive branch and the judicial branch, respectively, when the founders wrote the Constitution. Their goal was to create a separation of powers, so no one branch

of government could accumulate more power than the other two.

A system of checks and balances was created to prevent tyranny. Keep in mind, colonists first came to America to escape tyrannical rule. So, when our Founding Fathers sought to establish a new government, they worked to make sure power could not be concentrated by an individual or even a few people. As an example of our system of checks and balances, the president has the authority to nominate federal judges and other executive branch officials, but he cannot simply "hire" them. They go through a thorough vetting process in the Senate to establish their qualifications for the job to which they have been nominated, including a full committee hearing, before senators take a vote on their confirmation.

I often think about the deliberations and challenges our Founding Fathers experienced when they were drafting the Constitution. They had differing beliefs and opinions about what the future United States should look like. But at the end of the day, they worked together,

indulged the views of their colleagues and wrote the framework for our system of government that has lasted more than 200 years.

We can learn a lot from our Founding Fathers. In our current divided government, Republicans and Democrats disagree with each other daily. That doesn't mean we can't work to find bipartisan solutions to the problems we face as a nation. In fact, we do work together on many issues, most of the time! If we have a common goal, we can work together, and the one commonality we all share is that we're Americans first and foremost.

We want to leave our country in better shape for future generations. We may just have different ideas about how to do it, and that's all right. Like our Founding Fathers, I will continue to seek to build consensus, uphold the rights of American citizens as outlined in the Constitution and work to pass legislation that preserves the greatness of our nation for years to come.

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# Taking the Senate Commerce Committee on the Road



**John Thune**  
US Senator  
(R-SD)

The only thing better than hosting a Senate Commerce Committee hearing on the importance of rural broadband is hosting one right here in South Dakota. Rural Americans, like many people throughout our state, understand

the unique opportunities that broadband connectivity can provide, which is why I took the committee on the road for a field trip of sorts before Congress reconvened earlier this fall, hosting a hearing at Southeast Technical Institute on "Transforming Rural America: A New Era of Innovation."

Having a variety of perspectives on this issue is important, and I want to thank Brendan Carr, a commissioner on the Federal Communications Commission, and Nebraska U.S. Sen. Deb Fischer for coming to South Dakota to join me

and representatives from Dakota State University, South Dakota State University, Avera eCARE, SDN Communications, and VIKOR Teleconstruction. Their collective insight helped paint a clear picture of the hurdles we still need to overcome in order to bridge the digital divide in South Dakota and around the country.

Rural broadband connectivity is critical for many reasons, not the least of which, obviously, is that it helps connect people and communities to the world around them. The fact that it is 2019, and the technology exists to put a remotely operated vehicle on the surface of Mars, yet people in some parts of the United States can't even connect to the internet is astounding, and that's an understatement.

It's for that reason that I've made closing the digital divide in rural America one of my top priorities. Through much-needed investments, modernized broadband mapping, and commitments from elected leaders and federal, state, and local agencies, accomplishing this goal is well within reach.

A fully connected United States means businesses can tap into markets that have been unreachable, and it means new educational opportunities for students and teachers alike. Imagine being able to have the world at your fingertips and what that can do to better position our students for careers now and in the future.

For folks in the agriculture community, this technological advancement means having additional state-of-the-art tools at their disposal to increase crop yields, eliminate overlap in operations, and reduce inputs like seed, fertilizer, pesticides, water, and fuel. And for telehealth services, connectivity potentially means reduced costs and fewer barriers to care.

As I said during the hearing, all of these applications are the result of having a reliable broadband network, and as we look ahead to next-generation fixed broadband and wireless services, it is critical we have the workforce and proper infrastructure in place to bring communities further into the 21st century.

## Week of Work, April 2020

Governor Noem introduced the South Dakota Week of Work in her first State of the State address in January to combine workforce development with practical education. The

dates are April 20-24, 2020. The Week of Work will introduce 10th graders to career opportunities in their own communities through job shadows, industry tours, and other business-classroom connections. It's a week of exploration with the aim of guiding students, engaging local businesses and introducing employers to their future workforce. Governor Noem says businesses are struggling to fill skilled positions. In July there were 17,300 job openings in South Dakota with just 12,800 unemployed individuals.

The state has launched a website for the program: [weekofwork.sd.gov](http://weekofwork.sd.gov). Businesses across South Dakota can register to welcome students and foster interest in local job opportunities in the spring. There's also information for parents and schools.

Sources: [weekofwork.sd.gov](http://weekofwork.sd.gov) and [sdpb.org](http://sdpb.org)



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# UGG Boots Founder Speaks to Northern Students

Figure out what you can do better than anybody else, and then do it.

That's the secret to success a friend shared with UGG Boots Founder Brian Smith years ago, and it's some of the entrepreneurial advice Smith gave students at Northern State University this fall.

Smith was the keynote speaker at the 2019 Create 'N': A Festival Celebrating Entrepreneurship, Creativity, Innovation and Workforce. The annual event also brought in regional entrepreneurs to share their experiences with students, including Kory Anderson, president of Anderson Industries of Webster; Brianna Kusler, Kusler Clinics; Gabriella Laimer, BellaFigura Media; and Lance Larsen, Agtegra Innovation Center.

The Australian-born Smith was raised with a passion for surfing and the surf culture, according to his website, [briansmithspeaker.com](http://briansmithspeaker.com). After ten years as a public accountant, Smith left the industry to pursue a business idea closer to that passion. Undaunted by initial rejections from surf shop owners in the U.S., Smith forged forward with his

dream, and the UGG brand, a much-loved favorite in casual footwear, became a reality.

During his keynote address, Smith shared several nuggets of business wisdom, including "you can't give birth to adults." That is, you can't expect a brand new idea to be incredibly successful overnight. Most entrepreneurs give up in the early stages, he said, before the idea has time to become fully successful.

Fortunately for Smith – and for customers of UGG Boots around the world – he didn't.

Smith passed along some of his tips by telling his own anecdotes – like the time he realized he'd been marketing to his target audience all wrong. True surfers found the staged photos of perfect models to be fake; once his ads were more authentic, his sales increased greatly.

Over the years, Smith developed an expertise in every aspect of the business, from marketing to retail – and even sheepskin. He'd found his niche



and had become the best in it. Smith told students that whatever they wanted to do – be an entrepreneur of something else – they should do it well.

"Success isn't a thing in the future," he said.

He encouraged students to celebrate smaller successes – for him, even selling his first 28 pairs of UGG Boots during his first year of sales was a success.

"Success isn't one big thing," Smith said. "Success is a series of little good things."

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## Recruiting More Students to the Region



**Dr. Timothy Downs**  
President, NSU

Fall enrollment numbers for South Dakota Board of Regents institutions were recently announced, and we were pleased to report there are more freshman at Northern, marking the fourth consecutive year of new freshman growth at Northern.

However, overall headcount and full-time equivalent students declined across the state, including on our campus. The current state of higher education enrollments is like a shrinking pie; everyone is fighting for a piece, but the dish keeps getting smaller.

I believe that Northern is uniquely equipped to overcome these challenges. We have positioned ourselves for decades of future success.

First, our campus is growing – and our new facilities are doing their jobs. Our three new residence halls (Great Plains East, Great Plains West and Wolves Memorial Suites) all have a 92 percent occupancy rate. The

Jewett Regional Science Education Center, which opened this fall, led to a 50 percent increase in biology and chemistry students.

Also, we continue to explore all opportunities when it comes to new programs and majors, as well as the continuous modification and improvement of current programs. We need to keep developing cutting-edge degrees that appeal to students and translate to careers – ideally, right here in our community.

We are also nearing our capital campaign goal of \$55 million. Once our goal is reached, work on the entire on-campus regional sports complex, including Dacotah Bank Stadium and Koehler Hall of Fame Softball Field, can begin. The Athletic and Recreation Fields opened fall 2018 and the new S.D. School for the Blind and Visually Impaired remains on track to open late 2019. This campaign is not only completely transforming our campus, but it's also setting the entire region up for generations of success. You can learn more at [educational-impact.com](http://educational-impact.com).

Scholarships are another crucial factor when it comes to higher education growth. We have to continue finding ways to make college more affordable. That means

we must increase our scholarship offerings. The NSU Foundation, in collaboration with the University, is constantly working to find more scholarships and endowments that benefit Northern students. We are also working alongside the S.D. Board of Regents on the goal of developing a more robust, needs-based scholarship program for South Dakota students. Our state is one of the few in the country without sufficient needs-based grants; each of the Regents campuses remain hopeful that a more robust student aid program will evolve in the near future.

To reiterate, I truly believe that Northern is ready and able to overcome any challenges thrown our way. We have a great group of faculty and staff on campus – people who care deeply about the success of our students and who are ready to bring in new members of the pack.

We have work to do in regards to our enrollments and we won't make excuses. In fact, we strive to be the exception within higher education, now and in the future.

Thank you for your constant support. Go Wolves!

## COLLEGEpalooza Scholarship Winners

Scholarship winners from the 4th annual COLLEGEpalooza event, held on August 27th, have been announced.

Hope Loehrer, first year Psychology major from Watertown, SD, was chosen as the Northern State University scholarship winner. She is pictured with Janie Borkowski, left, and Megan Frewaldt, right, both with NSU.

Presentation College chose Hannah Larson, softball player and a Junior Biology major from Marysville, WA. Pictured with Hannah is Craig Green with Kitchen Tune-Up, left, COLLEGEpalooza planning committee, and Mari Jordan, right, PC softball coach.



**Special thanks to scholarship sponsors: Dacotah Bank, Plains Commerce Bank and US Bank.**

# Getting Results with Online Marketing (part 2)



**Kelly Weaver**  
Regional Director,  
Small Business  
Development Center

My last column discussed the LOCAL aspect of online marketing based on the book Social Local Mobile Success. Once a business has optimized their digital assets for LOCAL, the next step is to prepare all campaigns with MOBILE in mind

and then work on building the SOCIAL aspects. This article will focus on MOBILE.

Always, always, always think MOBILE first. Why you ask? Over two-thirds of the global population has smart phones including 95% of Americans AND they have them on their person 24/7! How can you make use of the many capabilities of a smartphone? With email, pictures, video, apps, GPS tracker, web browser, and push notification, the possibilities are endless.

First look at all your offline

materials and messages and streamline them into a mobile message. Cut larger messages into smaller sections that fit mobile platform word restrictions and readability. Digitize your branding pieces to fit the small space of mobile screens. Be sure your materials are appropriately sized, yet consistent, across all platforms.

Did you know email marketing is still the most successful digital marketing tool? Not everyone is on every digital platform but almost everyone has email. Use email marketing programs like Mail Chimp or Constant Contact to help you manage your mailing lists (be sure to segment!) and create good looking emails. Design emails with a beginning (company news), middle (valuable insight or resources), and end (call to action). Keep it concise; be sure it works well on mobile devices.

Find ways to connect online and offline marketing. Perhaps QR code that connects to your website on placards in your store or on your door (for after hours window shopping).

What about having a click to call button on your website to connect to your sales staff? Offer mobile payment options, ask for reviews by directing customers to your Google My Business account, etc.

This is just a snippet regarding mobile tools, and the landscape is ever changing. Don't let that be an excuse for not getting started. Choose one or two strategies that work for your business and target customer and focus there; don't spread yourself too thin. Take advantage of the analytics provided by tools to fine tune your techniques and messaging. Learn as you go, search out some resources (blogs, YouTube, webinars), and soon you'll be ready to take another step.

Source: Social Local Mobile Success: Small Business Marketing Strategy Explained by Ray Sidney-Smith.

*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 kweaver@midco.net. The Center is hosted by GROW South Dakota.*

## CHAMBER BIG DATES

### Ag Committee

Thursday, December 19, 3:30 pm, SDSU Extension

### Ag Appreciation Banquet

Friday, November 22, 5:30 pm, Dakota Event Center

### Ambassadors

Tuesday, November 12, Noon, TBD  
Tuesday, December 17, Noon, TBD

### Business After Hours

Thursday, November 14, 5:15 pm, Aberdeen Civic Arena, hosted by Aberdeen Convention & Visitors Bureau  
Thursday, December 12, 5:15 pm, Dakota Event Center, Christmas with the Chamber

### Chamber Executive Board

Thursday, November 14, Noon, Chamber  
Thursday, December 12, Noon, Chamber

### Chamber Full Board

Wednesday, November 20, 8 am, Chamber  
Wednesday, December 18, 8 am, Ramkota

### Community Affairs Committee

Thursday, November 7, Noon, Best Western Ramkota

### Diplomats

Thursday, November 14, 3 pm, Chamber

### Enhance Aberdeen

Friday, December 6, 9 am, Chamber

### Health & Wellness Committee

Wednesday, November 6, 8 am, Bethesda Adult Day Health Center  
Wednesday, December 4, 8 am, 3M

### Military & Veterans Committee

Tuesday, November 5, Noon, National Guard Armory

### Transportation Committee

Tuesday, November 26, 3:30 pm, Chamber

### Workforce & Education Committee

Wednesday, November 13, 3:30 pm, Chamber  
Wednesday, December 11, 3:30 pm, Northern State University

### The Chamber will be closed the following days:

**Thursday, November 28**  
**Friday, November 29**  
**Tuesday, December 24 (closing at noon)**  
**Wednesday, December 25**  
**Tuesday, December 31 (closing at noon)**  
**Wednesday, January 1**



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