

# progress

MAGAZINE

[aberdeen-chamber.com](http://aberdeen-chamber.com)

2020 | NOVEMBER - DECEMBER

**WHERE YOUR SMILE  
IS OUR PASSION**

*Aberdeen*  
**SMILES**

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**aberdeen**  
CHANGING THE GAME

Photo credit: Josh Phillips

The Official Magazine of the Aberdeen Area Chamber of Commerce

# Connecting Coverage and Care



## Insurance that works for you.

Health insurance is more than just coverage, it's about making connections. The Avera Health Plans network of specialists, clinics and virtual care seamlessly connects you to the care you need when you need it.

Our team of health coaches, nurses and customer care specialists care for you by helping you reach your goals by:

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- Collaborating with health care and community resources to help you meet your health goals and navigate barriers
- Connecting you to the right type of care when you need it through 24/7 urgent care virtual visits, well-being resources and other services

Wherever you are along the journey, choose our health plan with connections.



Individual & Family  
Small & Large Employer  
Medicare Supplement



Call your agent or visit [AveraHealthPlans.com/connect](https://AveraHealthPlans.com/connect)

# Aberdeen SMILES

When you walk in the door of Aberdeen Smiles you will immediately feel right at home. You will know that your health is in the hands of a team that cares for you as a whole. It's dentistry at its finest.

Dr. Valerie Drake, Dr. Scharla Collins, Dr. Christina Ky and the entire team want you to feel at ease when you enter their doors. All of the providers are highly skilled and passionate about creating a dental experience that everyone will enjoy. We are very proud to be able to provide care for our patients, family and the community of Aberdeen.

Your dental hygienists and dental assistants at Aberdeen Smiles are exceptionally trained and devoted to your care. You are greeted by their caring hearts and warm smiles and they always provide a listening ear. Chairside staff is excited to help patients see the benefits of great dental health. They work as a team to provide you comfort during your visits.

The devoted Office Coordinating Team is where many encounters begin. From receiving your calls, providing financial planning, and organizing step by step treatment plans you can be confident in the services you are receiving. New patients and veterans alike are cared for in an exceptional way. It's a privilege to help families and individuals complete treatment and stay on a routine recall plan to stay healthy and identify issues before they become more complicated. They know you beyond the office - they are invested in you and your family.

Your safety is of the utmost importance. We use gowns, masks, UV lights that kill bacteria and viruses to name a few steps we take to keep everyone safe. Patients are given opportunities to schedule treatment care to fit their preferences and busy schedules. We have expanded our hours to meet the needs and schedules of our patients. Your care is our number one priority - we have tripled the number of days our doctors are available to see you. Patients are loving our all day Friday appointments now that some schools are closed on Fridays. We are even open one Saturday a month for procedures with our Oral Surgeon, Dr. Corbett Haas. The entire team at Aberdeen Smiles participates in ongoing training and implementation of techniques to provide you with quality dental care. Being able to provide new technologies to patients is essential. Ask us about same day crowns! Call 605-225-2236 to schedule your appointment.

With a practice that has been a part of the Aberdeen community for over 36 years, it truly is an office that is here for you. The team loves seeing returning patients and is happy to greet people who are looking for a new dental home. Aberdeen Smiles is honored to provide your dental care. Most importantly, the entire team wants to welcome you to our family and make you feel at home.



Photo credit Josh Phillips



Dentistry has changed over the years. Products and procedures continue to become more patient friendly. Aberdeen Smiles offers many different services to provide you with an option that best fits your individual needs. Some of the highlights include:

- \*Sedation Dentistry
- \*Same Day Crowns
- \*In Office Whitening
- \*Dental Implants
- \*Extractions
- \*Fillings
- \*Bridges/Crowns/Dentures
- \*Sleep Apnea Treatments
- \*Pediatric Dentistry
- \*Dental Anxiety Relief
- \*Invisalign® Clear Braces
- \*Dental Emergencies

# Why It's So Important for Our Community to Stick Together



**Gail Ochs**  
President, IOM,  
Aberdeen Area  
Chamber of  
Commerce

There is no question that it's been a tough year for our businesses, our citizens and our community. COVID-19 has impacted everyone – some who have experienced drastic business and lifestyle changes, and others who have only experienced minor inconveniences. But, what's certain is that the experience has caused everyone to change course and "pivot" their priorities. One of the things we do here at the Chamber better than anyone else, is connecting businesses and individuals – with each other and with information. During this time of COVID-19, that's been the toughest part to give up – those interactions that make our community what it is. However, we changed our focus to meet the needs of our members and community and were able to pivot our priorities in the following ways:

- Facilitated the "Small Act Big Impact Challenge" and "Small Act Big Impact Gift Card Campaign" with Hub City Radio. Both campaigns generated community support and the gift card campaign infused \$274,000 immediately back into the hands of local businesses at a time when they needed it most.
- Hosted conference calls with Congressmen Johnson and Senators Thune and Rounds for business leaders to talk COVID with their national representatives.
- Developed seven webinars on small business and COVID-related topics to keep businesses and individuals aware of current impacts and programs.
- Implemented and updated COVID-19 information on our website that continues to provide health information, business resources, loan and grant information, best practices, etc.
- Produced and aired "Back to Business" videos

on social media and local TV stations which highlight how our businesses are making it safe for customers at recreational facilities, restaurants, stores, and other businesses.

- We moved our meetings and projects online to ensure the safety of our volunteers and speakers.
- We printed articles in both the Progress Magazine and Chamber Announcements that addressed changes in city ordinances, event cancellations and other COVID-19 related topics.
- We held any events or gatherings outside where social distancing could be implemented.

The pandemic is still happening and we must continue to be diligent looking out for one another and especially those most at risk. Now is the time that we as a community have to stick together, more than ever before. Please continue to support local businesses. Shop local as much as you can and be patient, as businesses are adapting to new norms due to COVID-19 including new policies and restrictions, product shortages, reduced staff, reduced hours, etc. Support local charities and non-profits as they each play a pivotal role during times of crises such as this. They are here to support our community and address the needs of local citizens and when you support them, you support the entire community.

And, most importantly, please be kind to one another. It's a difficult time and it can be easy, especially through social media, to focus on the negatives and what we are missing out on. Try and embrace the positives and the valuable lessons we are all learning during this time. By sticking together, we will get through this pandemic and will emerge a stronger, safer community.

*Merry Christmas  
& Happy Holidays*  
from the Chamber of  
Commerce staff!

We love this community and appreciate being able to do what we do every day because of your support. Thanks for helping us get through 2020 and here's to a new year! May we all continue to stick together so our little corner of the world is the best it can be.



## Chamber Leadership

### Executive Board

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

### Staff

|                  |                           |
|------------------|---------------------------|
| Gail Ochs        | President                 |
| Lisa Anderson    | Marketing & Collaboration |
| Bea Smith        | Membership & Engagement   |
| Stacie Wiedebush | Finance & Administration  |
| Dawn Maas        | Outreach & Events         |

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### 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/Allevity     |
| Matt Prehn                        | Midstates Group                 |
| Andy Rehder                       | 3M Company                      |
| Dr. Sandra Welling                | Presentation College            |
| Joel Mann, CVB Board Liaison      |                                 |
| Mike Sommers, ADC Board Liaison   | Double D Body Shop              |
| Matthew Zeller, ADA Board Liaison | Great Western Bank              |
| Mike Bockorny, Ex-Officio         | Aberdeen Development Corp.      |
| Casey Weismantel, Ex-Officio      | Aberdeen Area CVB               |
| Shelley Westra-Heier, Ex-Officio  | Aberdeen Downtown Association   |



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

COVER: Aberdeen Smiles

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Aberdeen, SD 57401



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1.800.456.2431

# Board Chair Reflects on 2020

As my term comes to an end as Chair of the Chamber Board in two months, I reflect back on how the country was moving in a positive direction, you could see growth in the Aberdeen community. Then we were faced with a challenge starting in March with the pandemic surfacing and changing how we socialized with others, how we ran our businesses, etc. We are now in our 9th month of dealing with the pandemic. I can see businesses beginning to come back slowly seeing people going out and living their lives once again. I've noticed an increase in outside activities such as camping, fishing, golfing along with more families taking walks together. True signs of our community taking a roadblock and making the best of it!

The Chamber has provided great information on the CDC guidelines which has helped businesses establish the guidelines that worked best for them.

I want to thank the Chamber Board, the staff and all of the volunteers for their patience and cooperation this year with the many hurdles. The office staff was great to work with!

Next year Aberdeen has the privilege of having Robert Goscicki lead the Chamber Board as the New Chair. He is well qualified and will do a great job. It will be fun to watch him lead us after the trying time this year.



**Jack Hollinsworth**  
2020 Chamber Board Chair, JDH Construction

## Light Up the Hub City!

The Aberdeen Area Chamber of Commerce's Enhance Aberdeen Committee will be judging the business Holiday Lighting Contest on Wednesday, December 2nd. Call the Chamber at 605-225-2860 to let us know you would like to participate or to nominate a business for judging.

The winner will be announced at the Chamber Community Christmas Celebration on Thursday, December 10th. Prize package includes: \$300 Chamber Gift Card (courtesy of JDH Construction), \$150 lighting allowance, half-page ad space in any 2021 Progress magazine and the coveted traveling trophy.



Pictured is Aberdeen Housing Authority & Redevelopment Commission, 2019 Holiday Lighting Contest winner.

# Rooster Rush, 2020 Edition



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

The leaves are falling, the nights are cooler and the sun is setting a little bit sooner.

In Aberdeen, that can only mean one thing: Rooster Rush!

Traditional pheasant opener was Oct. 17, which means hunters will be coming to Aberdeen in droves.

At the Aberdeen Area Convention and Visitors Bureau, we're rolling out the orange carpet once again.

How can you help welcome hunters?

- Offer world-class customer service. Pheasant season is our time to show off Aberdeen to the country and we want our best hunters to come back with more friends next year!
- Help out-of-towners find some out-of-field fun. Whether it's non-hunting members of a group looking for something to do during the day or a way to celebrate a great hunt at night, offer up your favorite Aberdeen area activities.
- Share why your favorite restaurants, coffee shops and bars are your favorites and recommend a dish or drink.
- Spread the word! Aberdeen has some of the best pheasant hunting in the country, share that message on Facebook, Twitter, Instagram, Snapchat, TikTok, through text message, phone a friend, write a letter or commission a carrier pigeon. We want to spread the word.

- Wear your Rooster Rush shirts. Many area businesses purchased our "Here for the Birds" shirts for their staff. Wear them as often as possible between now and Jan. 31.
- Still need a shirt? Find them at:

- Aberdeen Pit Stop, 2323 Eighth Ave. N.E.
- D's Fastfood and Catering, 405 U.S. Highway 281.
- Hitch'n Post, 2601 Sixth Ave. S.E.
- Runnings, 1815 Sixth Ave. S.E.
- Sixth Avenue Pit Stop, 802 Sixth Ave. S.W.
- Sodak Sports, 850 S. U.S. Highway 281.

We want everyone in Aberdeen – whether they live here or are visiting – to have a safe and healthy Rooster Rush this year. Don't forget to follow CDC guidelines. There's plenty of room to spread out in the fields!



## 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.



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Ken's Superfair Foods  
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**State Street Pharmacy**  
Avera State Street Medical Square  
☎ 605.225.1945

**United Clinic Pharmacy**  
Sanford Aberdeen Clinic  
☎ 605.225.4001

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**ABERDEEN  
Medical Center  
PHARMACY**



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# Help Your Employees Bring Their A Game

When walking through the doors of your workplace do you have a smile on your face, a sense of anticipation, and a bounce in your step? If the answer is 'no' there is a way to become more engaged as an employee and be able to answer 'YES'!

What is the meaning of Bring Your 'A' game? It means performing to the best of your ability.

Bring Your 'A' Game is an engaging curriculum to help employees build the seven foundational workplace skills of work ethic: attitude, attendance, appearance, ambition, acceptance, and appreciation. The curriculum was designed with the goal of not just developing skills but creating lasting behavioral change that engages both intellect and emotion.

This is not the usual boring training program. This program is instructor-led, interactive, delivers a lasting impact, and is customizable so the trainer can focus on the content that is most relevant to the participant's needs. The curriculum is relatable to

everyday experiences in the workplace. This, along with the peer-to-peer training and the flexible design of the curriculum, allows for increased retention of learning and immediate adaptation to the skills being taught.

Following completion, participants are eligible to earn their Certificate of Work Ethic Proficiency by demonstrating their understanding through an online assessment. Employees can have a smile on their face as they walk through those workplace doors.

Classes are available through a variety of session lengths and are offered on a bimonthly basis throughout the year. Registration is limited. This is an affordable training program. Qualified trainers can also work with employers to bring the training to their worksite at a very affordable rate.

Find out more by contacting the staff at Cornerstones Career Learning Center in Aberdeen at 605.626.2298 or talk to Cornerstones Career Learning Center's Business and Industry Coordinator at 605.995.8927 for business training options.



**Rebecca Backous**

*Adult Education  
Instructor,  
Cornerstones Career  
Learning Center*

# Northern Sees Growth in Student Enrollment, Retention

Northern State University saw growth in overall headcount this fall, particularly in graduate students, and experienced its fifth consecutive year with a freshman to sophomore retention rate above 73 percent.

Northern was the only South Dakota Board of Regents institution to see a growth in headcount during this pandemic year, according to figures released today from the SDBOR. Northern's fall 2020 headcount is 3,431, above last fall's 3,427.

While NSU saw a slight decrease in credit hours, 26,165 this fall compared to last year's 26,932, the decrease was less than what the BOR system experienced as a whole.

Northern's biggest gain was in graduate student credit hours, which rose by 17 percent. Northern has 76 new, first-time graduate students this fall—the highest number in 10 years.

This fall's freshman class of 341 is consistent with last year's 342. Incoming students also have a higher average ACT and high school GPA this year: 21.87 and 3.387, respectively, compared to 21.72 and 3.371 last year.

Northern saw a decline of about 70 international students due to the COVID-19 pandemic—without that loss, enrollment figures would have grown across the board, said NSU Vice President of Enrollment, Communications and Marketing Justin Fraase.

NSU President Dr. Tim Downs praised the team effort that took place across campus to recruit and retain students.

"That includes our coaches, who brought in a record number of student-athletes; the

NSU Foundation and our generous donors who contributed to the Student Emergency Relief Fund, which helped us keep students enrolled; and the hard work of our Admissions Department," Downs said. "Everybody did everything they could, and our strong numbers show that."

Statewide, fall enrollment is down about 2.8 percent in headcount and full-time equivalent students, the South Dakota Board of Regents reported. The number of full-time equivalent (FTE) students for fall 2020—based on total credit hours generated by all students within the regents' system—was down by 718 students to a total of 24,586. Total headcount at the six public universities was 33,566, a decline of 2.76 percent or 954 students over last year.



**NORTHERN**  
STATE UNIVERSITY

## SAVE THE DATE



**Pheasant Hunt**  
January 16, 2021



At Coteau View Hunts & Kennels

\$200/ gun  
40 gun limit

To register or for more information contact Janae  
at 605-229-0263 x1007 605-377-4082

[jhamilton@aspirend.org](mailto:jhamilton@aspirend.org) [www.aspiresd.org/pheasant-hunt](http://www.aspiresd.org/pheasant-hunt)

# Ambassador Visits



New Business

## Beauty Bar

302 3rd Ave SW • 605-262-2227  
facebook.com/Beauty-Bar-103086681467280



Relocation

## Catching Fireflies Boutique

601 Riverside Dr • 605-725-3473  
catchingfirefliesboutique.com



Relocation

## Chad Bent - State Farm Insurance Agent

1023 6th Ave SE, Ste 3 • 605-225-2144  
statefarm.com



Expansion

## DTOM 22/0 Foundation

13952 387th Ave, Warner • 605-725-3866  
dtom220.org



New Business

## DTS Snow Removal and Lawn Care

307-399-7661  
facebook.com/DTS-Snow-Removal-and-Lawn-Care-115011099934736



New Business

## Haggerty's Music

22 2nd Ave SE • 605-262-0326  
haggertysmusic.com





New Business

**Interstates**  
3011 8th Ave NE • 605-725-2039  
interstates.com



New Business

**Los Primos Mexican Kitchen**  
719 N Main St • 605-225-2455  
facebook.com/Los-Primos-Mexican-Kitchen-101521258356645



Relocation

**Love to Travel – Becah Fliehs**  
1202 N 1st St, Groton • 605-380-1711  
lovetotravel.com



New Business

**Mangrove Montessori School**  
24 N Main St • 605-622-0312  
mangrovemontessori.org



Groundbreaking

**Montgomery's Furniture**  
3502 7th Ave SE • 605-262-4700  
montgomerys.com



New Business

**Mo's Cakes**  
605-380-5267  
moscakes.com



# Ambassador Visits



Relocation

## NVC

3212 7th Ave SE • 605-725-1000  
nvc.net



New Owners

## Pizza Ranch

1010 6th Ave SE • 605-725-2525  
facebook.com/pizzaranchaberdeen



New Business

## Plumbing & Heating Wholesale

804 S 5th St • 605-277-7900  
pandhwholesale.com



Groundbreaking

## Refuge Retreats

N Lancelot Dr & Queen Ct • 605-846-0575  
therefugeretreats.com



New Business

## Rising Hope Counseling

214 N Main St, Ste 3 • 605-494-1500  
risinghope605.com



Relocation

## SoulShine Massage Therapy LLC

2211 8th Ave NE, Ste 3102 • 605-200-2070  
facebook.com/jenninedolphus.soulshine



**Robert Stiehl - State Farm Insurance Agent**  
 522 S Arch St, Ste A • 605-824-3372  
 robertstiehl.com



**Sun City Tanning Studio**  
 2220 6th Ave SE, Ste 3 • 605-622-0072  
 suncityaberdeen.com



**Thee Glass Doktor LLC**  
 524 S 4th St • 605-380-9469  
 facebook.com/Thee-Glass-Doktor-LLC-107177334392937



**Uptown Aberdeen**  
 3315 6th Ave SE • 605-226-2162  
 uptownaberdeen.com



**ZuntaFi**  
 105 1st Ave SW • 605-622-4400  
 zuntafi.com



# Enhance Aberdeen Business Recognitions

The following businesses were recognized by the Chamber's Enhance Aberdeen Committee for exterior improvements made to their businesses or

property. This may include upgrades to the aesthetic appearance or enhancements that increase the quality of life for our residents.



**Allevery Entertainment LLC**  
130 S Centennial St



**C-Express 6th Avenue**  
2303 6th Ave SE



**South Dakota School for the Blind & Visually Impaired**  
605 14th Ave SE

## JOIN US FOR A PRE-LEGISLATIVE PREVIEW WITH SD CHAMBER PRESIDENT DAVID OWEN VIA ZOOM

The Aberdeen Area Chamber of Commerce will host a pre-legislative Zoom meeting on Thursday, November 19, 2020 from 11:00 am – 12:00 pm. The featured speaker will be David Owen, President of the South Dakota Chamber of Commerce & Industry. David will discuss potential legislative items and issues that may be considered during the 2021 South Dakota legislative session.

To receive a link to join the Zoom meeting, please email [info@aberndeen-chamber.com](mailto:info@aberndeen-chamber.com) and it will be sent to you.



RESERVE YOUR VENDOR SPACE TODAY!

# PC CRAFT FAIR

**PRESENTATION COLLEGE**

December 5th 2020  
9am - 4pm  
1500 N Main Street  
Aberdeen, SD

Event Details:  
Presentation College  
Facebook

Contact:  
[Stacy.Bauer@presentation.edu](mailto:Stacy.Bauer@presentation.edu)  
605-229-8405

## Small Business Saturday November 28, 2020 In Store and Online

**SUPPORT LOCAL.  
SHOP SMALL.®**

# Northern State University Unveils New Institutional Logo

Northern State University has officially unveiled a brand new institutional logo.

The new logo, which includes a capital “N” and boldfaced “NORTHERN” can already be found on the NSU website, social media accounts and other marketing materials. In addition, Northern now officially owns the trademark for its widely known wolf mark and is actively pursuing the trademark for the new institutional mark (N-Northern).

Work on the new logo began in 2018, with the design created through an internal and collaborative effort by NSU Graphic Design Coordinator Jennifer Vaughn and Graphic Designer Amanda Mahlke.

“Northern has always been included in our institution’s name, even starting in 1901 as Northern Normal and Industrial School,” said Justin Fraase, VP of Enrollment, Communications and Marketing. “We set out to commemorate on our long history, while capitalizing on a mark that brings together current brand elements and makes a bold statement for the institution.”

Bringing together athletic and institutional branding is becoming more common in higher education, explained Fraase. Multiple institutions have worked to capitalize on their most visible and

well-known marks, which is oftentimes athletics.

The lowercase NSU mark will be phased out over the next year.

“We’re proud of our history and we’re happy to showcase who we are in a bold way: Northern,” explained NSU President, Dr. Tim Downs.

For decades, Northern’s mascot was “Waldo the Wolf” – until, in 1993, the current mascot, “Thunder,” was born. Then in May 1994, Northern announced a public contest to replace the logo rendering. Out of 65 entries, local artist Thomas Gross, a 1982 NSU grad, was selected as the winner. In 2010 another Aberdeen artist, Josh Phillips, updated Gross’ design. Phillips’ design is now used across campus and was subject to NSU’s trademark.

Prior to the logo update, Northern went through a brand refresh in 2017 that included developing a brand guide and revealing a new tagline, which remains intact: “Unleash your potential | Join the pack.”

For more information about Northern’s new logo and other brand elements, visit [www.northern.edu/](http://www.northern.edu/) brand.



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WINTER FEST

A WINTER ARTS FESTIVAL



Fine and Folk Art

Saturday, November 21  
9:00 am – 5:00 pm

Sunday, November 22  
10:00 am – 4:00 pm

Masks are encouraged.  
Food will not be served.

Civic Arena | 203 S Washington St | Aberdeen SD

Co-sponsored by  
Aberdeen Area Arts Council (605-226-1557)  
and Aberdeen Parks Recreation & Forestry (605-626-7015)

# Business Milestones



**Dairy Queen - 5 Years**  
 2416 6th Ave SE • 605-725-4437  
 Owners: Barry Wood, Dan Wood & Ryan Erickson



**Hair Addictions - 5 Years**  
 416 S Dakota St, Ste 2 • 605-725-6989  
 Owners: Jennifer Cantalope & Baillie Schaffner



**Schwab Audiology Inc - 5 Years**  
 3001 6th Ave SE, Ste 2 • 605-725-4455  
 Owner: Elizabeth Schwab



**Ultimate Kitchen & Bath - 10 Years**  
 418 S 2nd St • 605-725-6864  
 Owner: DeAnn Reif



**Angelhaus - 20 Years**  
 1717 E Melgaard Rd • 605-725-7777  
 Owner: Nathan Gellhaus



**Angelhaus North - 25 Years**  
 1005 Redwood Ln • 605-229-7977  
 Owner: Nathan Gellhaus



**B&E Siding & Windows - 25 Years**  
 315 S Roosevelt St • 605-225-8782  
 Owner: Erv Malsam



**Carlsen Funeral Home and Crematory - 25 Years**  
 1708 8th Ave NE • 605-225-2281  
 Owners: Michael & Lisa Carlsen



**McQuillen Creative Group Inc - 25 Years**  
 423 S Main St, Ste 1 • 605-226-3481  
 Owner: Troy McQuillen



**Court Street Lighting – 30 Years**  
 123 Railroad Ave SE • 605-229-0359  
 Owners: Brad & Bobbi Burdette



**Hub City Livestock Auction – 30 Years**  
 2502 S 5th St • 605-225-3273  
 Owners: Ron Hellwig, Rick Hellwig & Steve Hellwig



**Uptown Aberdeen - 30 Years**  
 3315 6th Ave SE • 605-226-2162  
 Owner: RockStep Capital



**Dagel, Jakober & Ass. – Ameriprise Financial Services Inc - 35 years**  
 1120 8th Ave NE • 605-226-8220  
 Owner: Charlie Jakober



**Thorpe Realty & Auction - 40 Years**  
 1002 S Lawson St • 605-225-7776  
 Owners: Jim & Peggy Thorpe



**Millstone Family Restaurant - 45 Years**  
 2210 6th Ave SE • 605-229-4105  
 Owners: Duane Sutton & Bill Sutton



**Dacotah Prairie Museum - 50 Years**  
 21 S Main St • 605-626-7117  
 Owner: Brown County



**Hitch'n Post Western Store - 50 Years**  
 2601 6th Ave SE • 605-229-1655  
 Owners: Terry & Katherine Larson



**Parkview Nursery Inc - 55 Years**  
 304 E Melgaard Rd • 605-225-7818  
 Owner: Darin Latt



**CorTrust Bank - 90 Years**  
2016 6th Ave SE • 605-229-5069



**Great Plains Bank - 100 Years**  
3915 6th Ave SE • 605-725-9400  
Owner: Peter Mehlhaff



**Kyburz-Carlson Construction - 100 Years**  
729 Circle Dr • 605-225-6161  
Owner: Henry Carlson III



[aberdeensd.com/therightmove](http://aberdeensd.com/therightmove)

Videos, a community profile, additional community resources and the *10 Things to Love about Aberdeen, SD* guide.

Employers, check it out! This is a great recruitment toolkit available to you.



## Why your Chamber membership is so important...

The Chamber keeps money in our community with the Aberdeen Gift Card

Julie Fischbach  
Mainstream Boutique

Stay in the loop through committees, programming & communications

Brett Diebert  
Farm Credit Services of America

Be part of the solution and help move Aberdeen forward

Andy Rehder  
3M Company

Keep your employees engaged and retained in Aberdeen

Dawn Williams  
SD Department of Labor & Regulations

Visibility and advertising opportunities assist in building relationship with potential customers

Justin Feickert  
Quality Quick Print

The educational and leadership opportunities for employees are fantastic

Todd Forkel  
Avera St. Luke's



Let's **stick** together



# SBA Resources for Veterans

The seventh annual National Veterans Small Business Week is November 2-6. Veterans account for 2.5 million businesses nationwide, according to an SBA survey conducted of business owners. During this week, the SBA will highlight different topics related to the veteran entrepreneurship journey.

The U.S. Small Business Administration (SBA) and its partners offer training and support services to help military veterans pursue the American dream they served to help protect. The SBA has resources for veteran business owners and those veterans who may be considering starting a business.

Within the SBA is the Office of Veterans Business Development (OVBD) which provides resources for veterans, women veterans, service-disabled veterans, Reserve and National Guard members, and their spouses. OVBD has a number of programs and services to assist aspiring and existing veteran entrepreneurs such as training, counseling and mentorship, and oversight of Federal procurement programs for Veteran-Owned and Service-Disabled Veteran-Owned Small Businesses. To learn more visit [sba.gov/ovbd](http://sba.gov/ovbd).

The SBA also offers the Veterans Business Outreach Center (VBOC of the Dakotas) as part of its local programming, which assists veterans of any era, including spouses, in starting, purchasing, or growing a business. The Center assists in transition back to the workforce, provides training workshops, including Boots to Business and Boots to Business Reboot programs, as well as business development assistance such as training, advising and mentoring, and resource referrals. To learn more about VBOC's services, set an appointment, or register for a training workshop visit [und.edu/dakotasvboc](http://und.edu/dakotasvboc).

If you have any further questions or want to learn more about the resources available to veterans, contact:

- Jake Droge, Veteran Business Development Officer: (605) 330-4243, Ext. 29, [Jacob.droge@sba.gov](mailto:Jacob.droge@sba.gov)
- Wendy Klug, VBOC of the Dakotas Program Manager: (701) 738-4850, [wendy.klug@und.edu](mailto:wendy.klug@und.edu)

For the full list of events happening during National Small Business Week please visit [sba.gov/sd](http://sba.gov/sd).



**Jake Droge**

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



**Wendy Klug**

*Program Manager, Veterans Business Outreach Center of the Dakotas*

## Leadership South Dakota



Congratulations go out to Jeff Poppen (Sanford Health), Brodie Mueller (Dakota Territory Brewing Company) and Mike Bockorny (Aberdeen Development Corporation) on their graduation from Leadership South Dakota. They were among the class of 43 participants originally slated to graduate in March, which was delayed to a virtual ceremony in August. Way to go, gentlemen! You are true leaders in our community and we appreciate your dedication to making our corner of the state better.



*Poppen*



*Mueller and Bockorny*

## It's Time to Apply for Leadership Aberdeen, Class of 2021

During conversations about Leadership Aberdeen, many times we hear, "I've always wanted to/thought about doing that". For those of you who have pondered taking the leap, there's no time like the present! We're looking for members of the Class of 2021, and applications are now open.

This program is designed to educate and develop emerging leaders in the Aberdeen area, open a dialogue between participants & community leaders and develop personal & professional skills. Tuition is \$750 for members of the Aberdeen Area Chamber

of Commerce and \$900 for all others, which covers all required expenses for the course. Leadership Aberdeen will run from January 14 through March 30 and participants are expected to attend all sessions.

Deadline to submit your application is December 11, so don't delay. Join the 836 Leadership Aberdeen alum already making a positive difference in our community and across the country. For an application or for more information, contact the Chamber at 605-225-2860 or [gail@aberdeen-chamber.com](mailto:gail@aberdeen-chamber.com).




**BUSINESS BRIEFS**
**AVERA ST. LUKE'S WELCOMES DR. SETH CHRISTENSEN, NOW OFFERING ROBOTIC ORTHOPEDIC SURGERIES**

Avera St. Luke's is the first hospital in Aberdeen and Northeastern South Dakota to offer Mako SmartRobotics™. This advancement in joint replacement surgery transforms the way total knee replacements are performed and allows surgeons to personalize procedures to each patient. With the new service, Avera welcomes Dr. Seth Christensen.



**Christensen**

Total knee replacements in the United States are expected to increase 189% by 2030. Yet studies have shown that approximately 20% of patients are dissatisfied after conventional surgery. Mako Total Knee combines Stryker's advanced robotic technology with its clinically successful Triathlon Total Knee System, which enables surgeons to have a more predictable surgical experience with increased precision and accuracy.

Mako SmartRobotics™ consists of three unique components – 3D CT-based planning, AccuStop™ haptic technology and insightful data analytics. In clinical studies, Mako Total Knee demonstrated the potential for patients to experience less pain, less need for opiate analgesics, less need for inpatient physical therapy, reduction in length of hospital stay, improved knee flexion and soft tissue protection in comparison to manual techniques.

Dr. Christensen will provide expert care in:

- Robotic hip and knee surgery
- Direct anterior total hip replacement
- Total knee replacement
- Total shoulder replacement
- Arthroscopic surgery of the shoulder and knee

To schedule an appointment, call Avera Orthopedics Aberdeen at 605-622-2570. Dr. Christensen will also see patients in Faulkton and Huron.

**ABERDEEN PRIMROSE EMPLOYEE RECEIVES COMPANY-WIDE AWARD**

Primrose Retirement Communities, L.L.C. has named Kelsey Hunt as their Employee of the Year. The announcement was made on October 6, during the company's virtual awards ceremony.

Hunt serves as the Life Enrichment Coordinator at Primrose Assisted Living in Aberdeen. "I am humbled by this incredible award. I feel so very fortunate that I get to spend my days enriching lives of those around me," Kelsey said.



**Hunt**

"Employees like Kelsey possess a skill that can't be taught and that is passion," said Primrose Retirement Communities President BJ Schaeffbauer. "We're honored that Kelsey has chosen Primrose as the place to fulfill her passion for serving seniors. She enhances not only the lives of our residents but those of her coworkers, as well. Kelsey makes Primrose a great place to live and work. We're proud to recognize her for her hard work, compassion, and excellence."

The Primrose Employee of the Year award is given annually, and the winner is chosen from more than 1600 employees across 19 states.

Primrose Retirement Community of Aberdeen consists of 36 independent living apartment homes, 22 assisted living apartment homes, 21 memory care apartment homes, and 12 townhome villas.


**MONTGOMERY'S FINALIZES ABERDEEN EXPANSION PLANS**

A groundbreaking was held October 8 on site at the future Montgomery's location in Aberdeen. Construction began in September, with plans to open the 55,000 square foot early in 2021.

Montgomery's is a family-owned furniture business established in 1888 with stores in Madison, Watertown and Sioux Falls. Aberdeen is their fourth location in South Dakota.

"The partnership with Malchows has been ideal," said Clark Sinclair. "We share the same values when it comes to taking care of customers and employees. Mark Malchow is managing partner and the team is in place as we finalize the retirement sale and prepare to open the new showroom."

Montgomery's offers the "Whole Home Experience" including complimentary design service, furniture, flooring, lighting, window treatments, mattresses, and Budget Express furnishings.

President and CEO Eric Sinclair added, "The retirement sale will continue at the 7th Ave location for the next few months, then the team will transition to the warehouse on First Avenue to allow the construction crew to finish. We'll continue to work with customers during the transition and are looking forward to our grand opening and future in Aberdeen."

*Photo rendering courtesy of RSArchitects.*



# Grant Funds *Project Lead the Way* CoDrone Course

With the help of an Aberdeen Public Schools Foundation District Collaboration Grant, the Aberdeen School District enhanced student achievement through the middle school Project Lead the Way (PLTW) program. The new PLTW drone course will provide another avenue for student to explore future careers in technology. In addition to being engaging, this course promotes the state technology standards. Drone programming will allow students another opportunity to learn and use new and exciting technology tools.

Holgate and Simmons Middle School students are learning coding and programming in 6th and 7th grade. The District is increasing the rigor and expectations for 8th grade students to enhance their learning by building and programming drones. In addition to drones, the students will be using Arduino, Python (coding programs), and Workbench. The entire CoDrone curriculum follows the state technology standards, and students become proficient in using Google Classroom tools. This introductory course to drones is a great stepping-stone to one of the leading



twenty-first century careers.

The initial cost to purchase the drones is the biggest expense. APS Foundation District Collaboration Grant funds were used to purchase CoDrones, cases, battery packs, and Arduino Education starter kits. All curriculum and staff training is through open source software, Workbench, so there is no subscription cost

and the open source updates to curriculum are ongoing. The PLTW drone course will be an elective for 8th grade students at both middle schools. The new course will allow students to take the skills they learn in PLTW App Creators and Coding and apply those skills to programming drones as well as build and program the remotes for the drones. In this class, students will develop critical thinking and problem solving skills, as well as develop their coding and programming skills.

*The Aberdeen Public Schools foundation promotes excellence in education by forging partnerships among the schools, community, and alumni. For more information contact Sharp at 605-725-7118 or Gretchen.Sharp@k12.sd.us.*



**Gretchen Sharp**

*Executive Director,  
Aberdeen Public  
Schools  
Foundation Inc*

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W-2019554 08/18

# Seven Must-Do Tips for a Happier, Healthier Holiday Season



## Mikala Simon, DPT

*Director of Therapies, Modern Day Health Care, and member of the Health & Wellness Committee*

The holidays are a time of joy and giving but can also be a time of extra stress, body aches and sadness. Here are seven of the top tips you can implement today for a healthier season.

### 1. Make Your Holiday Meal Colorful.

Food can have a direct effect on our mood. This is because our bodies and minds get the nutrients, they need from the foods we eat. One of the best ways to get your nutrients is to eat a variety of colorful fruits and vegetables. Make small changes that move in a healthier direction.

### 2. Safety

Taking a few moments to make safety a priority will allow you to enjoy the holidays. ~Plan and Practice Fire Drills at Home ~ Prepare Food Safety ~Never drink and drive ~Wear your seatbelt ~Use step stools/ladders with caution while hanging decorations.

### 3. Saying “No” Doesn’t Make You a Grinch

Feeling pulled in a hundred different directions? While not always easy, saying “no” to that potluck or to the bake sale may be the healthiest decision for you and your stress levels.

### 4. Make That Health Appointment

We are all pressed for time during the holiday season, but your

health deserves priority. Whether that be a visit with your physician for an annual checkup, physical therapy, or chiropractic treatments to address that nagging pain, or the often overlooked mental health appointment; the time is now.

### 5. Connect

Take 5 minutes and write an old-fashioned letter to a loved one or shoot a text to a long-lost friend. Taking time to reconnect is a great mood booster and can really help bring on a happier outlook for your day.

### 6. “Sleigh” Your Workout

Workouts do not have to be two-hour long sessions to be beneficial. A ten-minute exercise session is all you need to get benefits! The key to working out is consistency and making it fun! Try snow shoeing, ice skating or walking around the office looking at the decorations with a co-worker for some instant holiday cheer.

### 7. Wash Your Hands

Nobody wants to get sick, especially during the holiday season, and in the age of COVID, we all know that washing your hands with soap for at least 20 seconds is one of the most effective ways to ward illnesses away.

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# Open Board Positions

The Aberdeen Area Chamber of Commerce is seeking applications for three open board positions on the Board of Directors beginning January 1, 2021.

Some benefits of serving on the board include:

- A rewarding experience
- Allows you to contribute to the growth of our organization & the Aberdeen community
- Develop your own personal leadership skills

Board members act as voting members of the board with full authority and responsibility to develop policies for the operation of the organization; to monitor the organization's financial health, programs & overall performance; and to provide the resources needed to serve the organization's constituencies. Board members must be current members of the Aberdeen Area Chamber of Commerce.

A board application is available at [www.aberdeen-chamber.com/91/Board-of-Directors](http://www.aberdeen-chamber.com/91/Board-of-Directors) or send us an email request at [info@aberdeen-chamber.com](mailto:info@aberdeen-chamber.com). Applications are due November 13, 2020. All applications will be reviewed and personal interviews will follow. If you have any questions regarding the role of a board member, please contact Gail at 605-225-2860.



# Chamber Big Dates

## Ag Committee

Thursday, November 19, Noon, via Zoom

Thursday, December 17, Noon, via Zoom

## Ambassador Committee

Tuesday, November 10, Noon, TBD

Tuesday, December 15, Noon, TBD

## Chamber Executive Board

Thursday, November 12, 8 am, Chamber or via Zoom

Thursday, December 10, 8 am, Chamber or via Zoom

## Chamber Full Board

Tuesday, November 17, 8 am, via Zoom

Wednesday, December 16, 8 am, via Zoom

## Community Affairs Luncheon

Thursday, November 19, 11 am, via Zoom

Thursday, December 3, 12 Noon, Best Western Ramkota (tentative)

## Diplomat Committee

Thursday, November 12, 3 pm, Chamber

Thursday, December 10, 3 pm, Chamber

## Enhance Aberdeen Committee

Friday, November 6, 9 am, The Workshop

## Health & Wellness Committee

Wednesday, November 4, 8 am, via Zoom

Wednesday, December 2, 8 am, via Zoom

## Military & Veterans Committee

Tuesday, November 3, 12 Noon via Zoom

## Transportation Committee

Tuesday, November 24, 3:30 pm via Zoom

## Workforce & Education Committee

Wednesday, November 18, 3:30 pm, via Zoom

Wednesday, December 16, 3:30 pm, TBD

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

Thursday, November 26; Friday, November 27

Thursday, December 24 (12-5 pm); Friday, December 25

Thursday, December 31 (12-5 pm); Friday, January 1



# One Stop for Federal Covid Resources



**Kelly Weaver**

*Regional Director,  
Small Business  
Development  
Center*

I don't know about you, but I feel a little dizzied by the various programs and resources that have been established to help businesses respond to the COVID-19 pandemic. Programs get announced or changed and unless you have a need at that exact time, you either forget about them or can't find the information that you vaguely remembered hearing about. America's Small Business Development Centers (SBDCs), our national SBDC organization, has put together a website to collect all the Federal programs in ONE place at [covid-sb.org](https://covid-sb.org).

The nice thing about the website is that it is organized by topic so you don't have to remember which federal agency the programs fall under. And it is also current. For instance, they have just posted the new information about the PPP loan forgiveness application that was streamlined for businesses with loans under \$50,000. The topics currently on the site include Financial Assistance, Tax Credit and Filing Assistance, FMLA & Labor Assistance, Medical

Health and Safety, Disaster Resiliency, Contraction Assistance, Logistics and Travel Assistance, Consumer Assistance and Cybersecurity. Best of all, it also will connect you with your local SBA resources partners like the Small Business Development Center if you need some further guidance.

For state level assistance, the go-to site is [covid.sd.gov](https://covid.sd.gov). There are also topical areas here such as Business Support and Reemployment Assistance that will provide further connections to specific agencies and program on the state level that will help.

I have not seen a lack of information available online but sometimes it feels like finding a needle in a haystack. No offense to Google, but these two sites should be a much better way to find and filter the specific help you need.

*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](mailto:kelly@growsd.org). The Center is hosted by GROW South Dakota.*

# Staying on Course to Advance Self-Driving Vehicles



**John Thune**

*US Senator (R-SD)*

Each year, more than 35,000 people die in automobile accidents on our nation's roads. Approximately 90 percent of those accidents can be attributed to human error, which is why self-driving or automated vehicles (AVs) present an opportunity to make incredible gains in the safe movement of people and goods on our roads. South Dakotans are already familiar with automation, which has brought several economic, safety, and efficiency benefits to the agriculture sector, and I believe South Dakota also stands to benefit greatly from the deployment of AVs.

These vehicles have the potential to greatly improve mobility and quality of life for all Americans, especially the disabled and the elderly, whose mobility is often limited by a lack of viable transportation options. And this emerging technology will also allow planners to reimagine civic challenges and opportunities like parking and traffic flow, making roads safer and less congested.

Back in 2017, when I chaired the Senate Committee on Commerce, Science, and Transportation, I introduced the American Vision for Safer Transportation Through Advancement of Revolutionary Technologies – or AV START Act – which, if enacted, would provide the U.S. Department of Transportation (DOT) with new tools to safely test and deploy AVs.

AVs will only be able to operate safely when the companies developing them are certain these vehicles can safely react to driving situations we all encounter each day. That is why AV testing is

so critical. It ensures AVs are capable of safely navigating roadways and constantly changing traffic conditions. DOT recently launched the Automated Vehicle Transparency and Engagement for Safe Testing, or AV TEST Initiative, to facilitate greater awareness and engagement by industry, consumers, and the general public as AV testing becomes increasingly prevalent across the nation.

While Congress is often slow to react to new technologies, I remain committed to working in a bipartisan manner to ensure a strong legislative framework is put in place to promote the safe deployment of these vehicles. Any AV legislation should preserve the traditional roles of federal and state regulators, build on DOT's current efforts to update regulatory requirements that were not written with AVs in mind, and continue to expand AV testing and data collection.

I'm optimistic the AV TEST Initiative will encourage the development of advanced solutions to improve vehicle safety, while providing necessary data to inform safe and nationally consistent rules for AVs. Importantly, this initiative will promote engagement by industry stakeholders and the public in the development of AV testing guidelines at the federal level.

This engagement is critical for acceptance of AVs by the general public and to ensure that we can all feel safe around AVs undergoing roadway testing. I'm glad that DOT launched this important initiative, and I look forward to continuing my efforts to harness the safety, quality of life, and economic benefits of this critical emerging technology.

# Backing the Blue

Jacob Chestnut. John Gibson. They're not household names instantly recognizable. They were sons, husbands and fathers. They were two regular people, just like the rest of us, except they possessed a little bit more courage. Their stories weren't known until July 24, 1998. On that fateful day, a lone gunman walked into the U.S. Capitol in Washington, D.C. He shot and killed the first person he encountered, Officer Chestnut, operating the X-Ray machine at an entrance. Quickly, the gunman then found Detective Gibson who heard the previous gunshots and was helping others find safety. Even after being mortally wounded, Detective Gibson was still able to return fire and wound the gunman just enough to stop him from inflicting any more harm.

Our nation mourned this senseless loss of life. Congress saluted these two officers by making them the first people to ever 'lie in honor' in our nation's Capitol. Prior to this, Presidents and Members of Congress were recognized after death by 'lying in state' at the Capitol Rotunda. This new distinction, lying in honor, bestowed upon the officers has only since been granted to Rosa Parks and the Rev. Billy Graham. The officers were buried in Arlington National Cemetery. Our country honored these two fallen officers and remembered them exactly as they were: heroes who risked their lives to protect others.

This year, there has been a growing hostility toward law enforcement in this country. Recently, we watched videos showing two officers sitting parked in their squad car being ambushed at pointblank range in California. The hatred needs to stop. It's simply un-American.

This aggression was seeded in the Defund the Police movement. Following the death of George Floyd, riots broke out in Minneapolis. Peaceful well-meaning protests turned violent and chaos has spread across the country from Kenosha to Portland. Law-abiding citizens feel unsafe and are fleeing to new communities and states that understand the link between liberty and security.

It goes without saying that here in South Dakota, we've got it pretty good. We are patriots who love our country and want to see it succeed. And we don't understand how local leaders could stand by and watch their communities burn.

Our law enforcement community is not perfect. Like all professions, we've witnessed examples of bad apples in police departments. But let's be clear, those bad apples have not spoiled the entire bunch. Police forces in South Dakota and across our country are filled with brave men and women who put their lives on the line, day in and day out, to make sure our communities stay safe. Police officers are public servants. Police officers are not public enemies; they fight the enemies.

That's why, in June, when many spewed hatred toward our law enforcement community, Senate Republicans joined together and proposed commonsense legislation, called the Justice Act,

which made significant, meaningful reforms to police departments. Unfortunately, National Democrats saw the chaos unfolding in our country as a winning issue heading into the November election, suggesting that our proposal did not go far enough to penalize police officers. They put partisan politics ahead of protecting people and blocked our bill from moving forward.

While our efforts may have stalled, there's still significant work to be done. In light of the recent surge of attacks on officers, my colleagues and I introduced legislation making it a federal crime to knowingly cause, or attempt to cause, serious bodily injury to a law enforcement officer. If convicted, the criminals could face up to 10 years imprisonment, or a life sentence if the offense includes attempted murder, kidnapping, attempted kidnapping or if a death results. We also sent a letter to Attorney General Barr asking him to consider whether the Department of Justice needs additional authorities, resources or tools to protect our officers. If so, we stand ready and willing to assist.

Having a legitimate discussion about improving policing policies is one thing. Attempting to defund the police is entirely different. Defunding the police can only lead to one thing and that's anarchy - just look at Portland, Kenosha or Minneapolis. These cities should learn a lesson from South Dakota and back the blue.



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

## 2020 DECK THE HALLS

The holidays look different this season, but we want to encourage you to spread joy through the art of giving.

Cancer didn't stop because of COVID-19 and your support is more important now than ever. Although we can't celebrate in person, we encourage you to go online and see the ways you can continue to support the patients and families battling cancer in the Aberdeen region.

### WAYS YOU CAN SUPPORT:

- TICKETS:** When you purchased your ticket to the 2020 *Deck the Halls*, it automatically enters you into the drawing for our grand prize of a complete Deck the Halls interior and exterior holiday decorating package.
- HOLIDAY WREATHS:** The holidays will be especially difficult for our nursing home and assisted living patients who are unable to be with family. You can help by purchasing a wreath to hang on their door.
- ONLINE AUCTION:** We're decking the halls in every way through our 12 Gifts of Christmas Online Auction. There's something to make everyone's holiday merrier!

**Avera** Foundation

Visit [AveraFoundation.org/deckthehalls](https://AveraFoundation.org/deckthehalls) to give or for more information on how to be part of this great event! Or, contact the Avera Foundation office at **605-622-5887**.

**The need is still clear, join us next year for holiday cheer! Dec. 4, 2021**

# So, Do You Have Any Children?



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

In every job interview, the goal is to obtain important information about an applicant while building a friendly rapport. However, some questions are a little too friendly, and can actually land an employer in legal trouble. The U.S. Equal Employment Opportunity Commission (EEOC) has strict laws in place to protect candidates and employees from discrimination related to age, disability, genetic information, race or ethnicity, gender identity or sexual orientation, national origin, religion, marital status, having children, pregnancy, or planning to start a family.

Direct questions on these topics are not only off limits, but even engaging in small talk could result in the accidental disclosure of information on a prohibited topic.

If you later decide not to hire that applicant, he or she could assume your reason was discriminatory and file suit for discrimination. Below are examples of questions you can ask, and questions to avoid, during an interview.

• **Ethnic Background:**

Questions like, “Were your parents born here?” or “What’s your ethnicity?” are off limits. What you can ask: “Are you authorized to work in the US?” or “What languages do you speak, read, and write fluently?” or “Can you show proof of citizenship/visa/alien registration if we decide to hire you?”

• **Pregnancy and Family:**

Even if it is obvious that a candidate is pregnant, it is never acceptable to ask any questions about the subject. And, do not volunteer information about your maternity policy unless the candidate asks. You must also avoid questions related to the candidate’s children. What you can ask: “Are you able to perform all the job functions as I’ve described them?” or “Do you have any upcoming commitments that would interfere with the schedule we’ve discussed?”.

Other good questions are: “Do you have any limits on the hours you’re available to work?” or “Are you available to work overtime?”

• **Age:**

You cannot ask an applicant his or her age or birth date. Even innocent questions such as “What year did you graduate?” or “What year were you president of your fraternity?” can be illegal if it elicits information that tells you the candidate is over 40 years of age. What you can ask: “Are you a member of any professional organizations now?” or “What skills/subjects learned in college would benefit you in this position?”

• **Marital Status:**

Innocent conversation starters about a person’s spouse would be perfectly appropriate in a social setting, but not in an interview. If the person volunteers that they just got married or will soon be married, you may offer congratulations, but then move on. What you can ask about marriage: Nothing. The only safe question even close to this topic is “We would like

to check your references. Have you worked under another name?”

• **Religion:**

You can never ask about an applicant’s religion. However, you should also avoid, “What are you doing for the holidays?” This seemingly innocent question intrudes on a candidate’s personal beliefs, and is dangerously close to a question about religion. What you can ask: “Are there any days or times when you cannot work?”

• **Disability:**

While it may seem acceptable to ask if a candidate has any disabilities or work restrictions, this type of question can suggest discrimination based upon a physical disability.

Instead, you may ask all applicants the same questions about the required functions of that job, such as: “Can you stand for 7 hours per day?” or “Are you able to lift 25 lbs on a regular basis?”

• **Arrests:**

The question “Have you ever been arrested or convicted of a crime?” has been a common interview question for decades, and still appears on some job applications. However, the EEOC deems such questions illegal if it results in discriminating against minority candidates who may be over-represented in the criminal justice system; especially if their criminal background has no relevance to the job duties. You should remove this question from your applications. You can ask: “Have you ever been disciplined for violating a company policy?” or “Do we have your permission to run a pre-employment background check?” If conviction of a crime relates to a specific job duty, it is often safest to make an offer of employment conditioned upon passing a background check and to then explain why conviction of a crime directly relates to the position. You should also give an applicant an opportunity to explain any convictions that may appear on his or her record.

• **“So, tell me about yourself.”**

These examples demonstrate why you should not start out a job interview with “So, tell me about yourself.” What makes an interview question illegal is its potential for employment discrimination based upon the answer. This is why most illegal information evolves from seemingly innocent questions we tend to ask in social settings.

So what can you do to protect yourself? The best practice is to stick to a script. Job interviews can still be conversational, but ask a set of scripted questions that address the applicant’s ability to carry out the tasks and responsibilities of the job. You should ask the same questions of each applicant and document each answer. If you find yourself accused of illegal discrimination for failure to hire, a well documented interview file is your best defense.

\*\*This article is intended to be informational only and should not be construed as legal advice. For further questions about this topic, speak to an attorney experienced in labor law matters.



# Leadership Aberdeen Project Raises \$20k+ for Aberdeen Area Humane Society

Months and months after originally scheduled, the longest ever running Leadership Aberdeen class is closer to wrapping up its project.

The group's online photo contest – Hub City Hound - wrapped up October 11. The class had an original goal of \$30,000 – the contest raised just over \$22,000.

And the winning hounds were:

- First place – Diamond, Jenna Grossenburg; 3,175 votes
- Second place – Max, Todd Forkel; 2,496 votes
- Third place – Tank, Katie Schreurs; 1,500 votes

The top dog has earned the title of Hub City Hound and will be featured on the front of Dakota Territory Brewery's Pup'toberfest. The second and third place dogs will be featured on the back of the label.

Additionally, the top 12 dogs will be featured on the 2021 Aberdeen Area Humane Society calendar. Pet owners can also purchase days for their pets' birthdays, adoptionversaries and more! (Visit [anewleashonlife.net/calendarcontest](http://anewleashonlife.net/calendarcontest).)

Soon, the Leadership class will be helping Dakota Territory Brewing label its Pup'toberfest with the photos of the winning hounds. Look for the limited edition brew soon after. Proceeds from beer sales will also



Diamond - 1st



Max - 2nd



Tank - 3rd

benefit the Aberdeen Area Humane Society's building campaign.

On behalf of the 2020 Leadership Aberdeen class and the Aberdeen Area Humane Society, thank you to those that entered their four-legged pals and/or voted. We'd be remised if we didn't also thank our generous sponsors and employers. We sincerely appreciate your support.

The class graduated on Oct. 1. Congrats classmates!

For more information on the contest, visit [gogophotocontest.com/HubCityHound](http://gogophotocontest.com/HubCityHound). For more details on the Aberdeen Area Humane Society's building campaign, visit [anewleashonlife.net/building](http://anewleashonlife.net/building).



**Victoria Lusk**

2020 Leadership Aberdeen Class Member



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# Who Will You Nominate to Be a Community Champion?

Do you know someone or a group who should be recognized for their achievement, vision, collaboration, generosity or spirit? We want to hear from you!

Beginning in 1974, the George Award has been given out annually to a deserving person, couple or group in our community. Since then, other awards have been added to the Community Champions Family:

- Woman of Spirit (formerly Athena) – 1988
- STAR (Students Taking Active Responsibility) – 2000
- Family Business of the Year – 2003
- Hometown Hero – 2005
- Emerging Leader – 2008
- Entrepreneur of the Year – 2007
- Spotlight – 2009
- ViTality – 2012
- Military & Veteran – 2012

Nominations are now open for these awards, which will be presented to their respective recipients at the Community Champions Awards Luncheon on Tuesday, February 9, 2021. Descriptions for each can be found at [www.aberdeen-chamber.com/143/](http://www.aberdeen-chamber.com/143/)

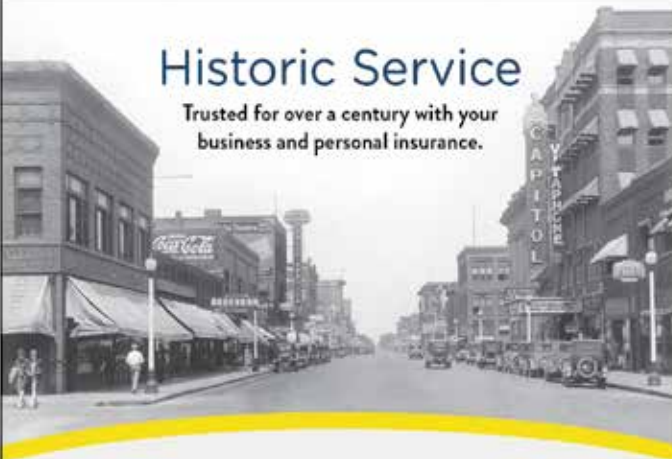


Community-Champions-Awards-Luncheon. Please consider people you know who would be deserving of these honors and send their nominations by December 23rd to [info@aberdeen-chamber.com](mailto:info@aberdeen-chamber.com) or call 605-225-2860. Each nominee will be sent an application, which will be due January 4th.

Thank you to the Aberdeen Area Convention & Visitors Bureau for sponsoring the Hometown Hero & Spotlight Awards and Prairie Family Business for sponsoring the Family Business of the Year. All other awards are sponsored by the Aberdeen Area Chamber of Commerce.

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**Barnett Center Addition** - Aberdeen, SD

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# 2020 and the Ethanol Industry

As the year 2020 began, the ethanol industry had already been financially reeling from excessive small refinery waivers and the trade war with China just before the COVID-19 pandemic hit. The initial shut down of the nation, due to COVID-19, forced everyone to shelter in place and limit travel which killed gasoline and ethanol demand and took prices with it. In April 2020, fuel consumption was 50% lower than the same time last year.

Although the federal government has provided financial assistance to help businesses survive and return to some semblance of normalcy, the economic damage that occurred and the likelihood that consumer behavior could be forever changed, created market uncertainty. In particular, transportation fuel usage is expected to remain subdued through the end of the year.

The impact of the COVID-19 pandemic on the ethanol industry has been instantaneous and irreversible. Deeply negative operating margins and falling consumption have led to dramatic cuts in ethanol production across the U.S. as numerous plants still remain off-line. Glacial Lakes Energy (GLE) did maintain production but was on the verge of a



material slowdown.

Based upon our financial models, the fixed costs involved with even a temporary shutdown, and our optimism that better profit margins would return, we made the decision to maintain near full rate production rates at each of our four plants. We now know that this has proven to be the best option given all the factors involved.

The financial strength of the industry took a definite hit. GLE posted a net loss of over \$15 million for the year, the majority of which came during the months of March and April. This unforeseen event reminds us about the importance of having solid financial reserves. GLE and its plant peers are already exploring ways to diversify revenue streams and to improve efficiency by reducing costs.

Agriculture is the number one industry in South Dakota and the ethanol industry is a critical component to agriculture's success. We need everyone. With everything going on in our world currently, now is the time to help ourselves. We need to consistently support higher blends of ethanol such as Premium E30. Every gallon helps.



**Jim Seuer**

CEO, Glacial Lakes Energy, on behalf of the Ag Committee

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CAMPAIGN**

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**Bronze \$100**  
Facebook Recognition

**For more information or to donate  
contact the Aberdeen Exchange Club  
605-216-4090 or [jopbowen@yahoo.com](mailto:jopbowen@yahoo.com)**

## PROMOTING MILITARY & VETERAN DISCOUNTS

The Military and Veterans Committee of the Aberdeen Area Chamber of Commerce is excited to kick off a new program promoting the discounts and benefits offered by area businesses to our veterans and/or active military personnel. This has been done to show appreciation of their service.

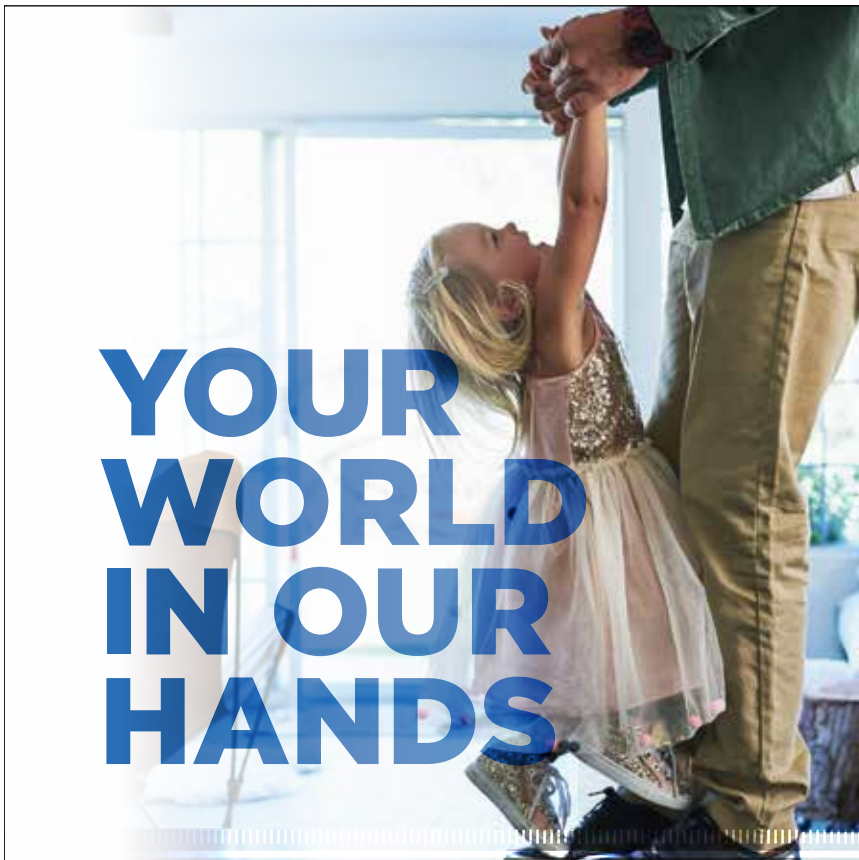
All participating businesses will be listed, with their offers, on both the Chamber and Aberdeen community websites, and within a printed brochure distributed to area veteran organizations. Kickoff for this is Veterans Day, November 11, 2020. Participating businesses may be identified by the decal, shown below, which will be in the form of a window cling, to display in their business courtesy of the 13 Stripes Supply Co. If you are active duty military or a veteran, be sure to ask for discount details wherever you see the window decal!



# Leadership Aberdeen Graduation

Congratulations to the 25 Leadership Aberdeen Class of 2020 graduates! After a 6 month delay, they finally received their certificates along with a virtual graduation party October 1st. Our community, state

and country will be blessed with the talents they will share throughout their careers as they join the 811 prior Leadership Aberdeen grads. Best wishes always!



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IN OUR  
HANDS**

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# What Is It I Do for You?

I used my first article to tell you a little about myself. For my second article I want to provide some insight to the role of City Manager and how I see myself in the role. When meeting people it is natural to ask them what their occupation is. When I reply that I am a city manager, the next question is usually “What does a City Manager do?” By Aberdeen City Charter the general description of the position states “The city manager shall be the chief administrative officer of the city, responsible to the Council for the administration of all city affairs placed in the manager’s charge by or under this charter.” Following that statement are 14 more specified statements of duties of the position. Those include overseeing departments and hiring department heads, preparing the annual budget and overseeing finances, and enforcing the policies set in place by the City Council. While the position includes a wide variety of tasks, I am fortunate to have great department heads and dedicated City employees, totaling around 275, to see that the citizens of Aberdeen are well-served.

What has been a little surprising here in Aberdeen is that many people are not aware that the position of City Manager exists. While the transition from a strong mayor to the city manager form of government occurred 15 years ago, the change did not greatly impact the way average citizens interact with City staff. Most interactions are with support staff when you visit or call City Hall. If the issue warrants more managerial attention; that is generally handled by department heads or other supervisory staff.

So what does a City Manager do? Some buzz words that come to my mind include: coordination, communication, listening, negotiation, and innovation.

Coordination is how I see my role with staff. I meet regularly with Department Heads to discuss short and long range planning. While I have a general understanding of how each department works, I believe that Department Heads and their staff are the specialists that keep the machine well-oiled and running smoothly. It is the role of the City Manager to make sure policies are being followed and that fiscal resources are being used responsibly. Citizen issues or requests for services are generally resolved at the departmental level before it reaches the City Manager, Mayor, or the City Council.

Communication is essential in my role. I serve as the bridge between the Council and staff. Being able to relay thoughts and concerns up and down the ladder is essential and at times very difficult. Communication is key in having positive interactions and relationships throughout the community. I see Listening as the most important and also the most difficult part of communication. A significant role of City staff is enforcing policy, therefore the answer is often no, no matter how high many times we ask the same question. But even so, I believe that listening, and then clearly explaining our response, is deserving in every situation with every citizen.

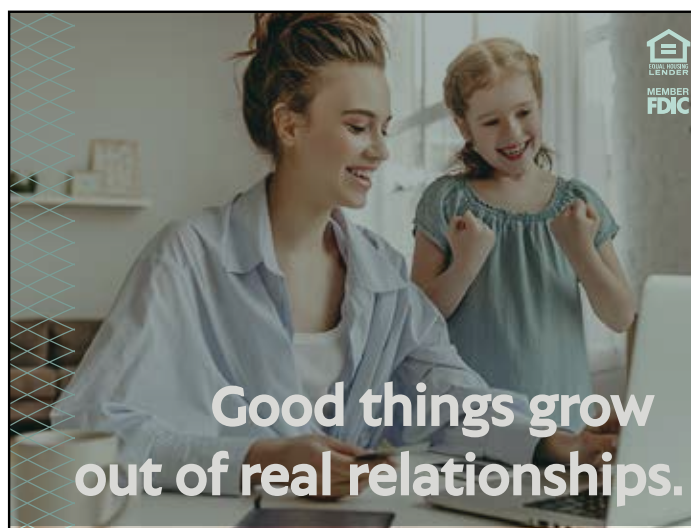
Negotiation - This is one of my favorites. I have many opportunities over the course of any month to “negotiate” something. It may be working with a potential business on creating an incentive package that will allow them to locate here. More often it involves working with staff or council on how to prioritize goals. One critical component to city business is it all comes down to money. We may want to do everything, for everybody, right now. But unfortunately that is not possible and we must negotiate our priorities.

And that leads me to my last point, Innovation. To me that is planning for the future. Both short and long range planning is an essential skill of a City Manager. City staff and Council must work together each year to create a budget that completes short and long term goals. Innovation brings everything together: coordination, communication, and negotiation lead to innovation.

And there you have it, Joe Gaa’s philosophy of City Management. As we move forward, I will use this space to discuss the big, and sometimes not so big, issues that we encounter as we continue to strive to always be a great place to work, live, and play.



**Joe Gaa**  
Aberdeen  
City Manager



## *Rooted in Relationships*

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## Plumbing & Heating Wholesale Inc

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pandhwholesale.com  
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## CommTech Inc

Clark Bonn, Manager  
(605) 824-1400 | 1715 6th Ave SE, Ste C | Aberdeen  
commtechplus.com  
Retail store that provides total technology solutions including security/surveillance system install, audio/video install, telecommunications, computer/network and structured cabling.



## Rising Hope Counseling LLC

Jill Janecke & Dawn Richards, Owners  
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risinghope605.com  
Rising Hope Counseling provides services for counseling with quality mental health professionals to provide hope for change in your life.



## DTS Snow Removal & Lawn Care LLC

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suncityaberndeen.com  
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## Haggerty's Music

Andrew Grandpre, Manager  
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haggertysmusic.com  
Haggerty's is a full service music store specializing in all things musical instruments and equipment. Our store is our home. We love to welcome you in, encourage you to sit on our couch and play.



## The Refuge Retreats LLC

Allie Ryckman, Manager  
(605) 846-0575 | Aberdeen  
therefugeretreats.com  
The Refuge Retreats is an upcoming 55+ housing community that will go above and beyond what's been previously available in the Aberdeen area. 56 homes built for comfort.



## New York Life Insurance Company - Brittney Currence

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newyorklife.com/agent/bcurrence  
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## Thrivent - Don Miller & Matt Scott

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thrivent.com  
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## Pizza Ranch

Kyle Schell, Owner  
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