



116 Market Street, Suite 103  
Vermillion, SD 57069

605.624.5571  
www.vermillionchamber.com  
vcdc@vermillionchamber.com

ADDRESS SERVICE REQUESTED

Presorted Std.  
US Postage  
PAID  
Vermillion, SD  
Permit 84



# “Vermillion . . . The Place To Be” VCDC News

A PUBLICATION OF THE VERMILLION AREA  
CHAMBER OF COMMERCE AND DEVELOPMENT COMPANY

October 2010

## FROM THE DIRECTOR

Steve Howe - VCDC Executive Director



Steve Howe

For some time now I've been following a great blog that was referred to me by Rebecca Terk called Reimagine Rural (<http://reimagine rural.com>). It's written by Mike Knutson out of Howard, SD and as far as I'm concerned, this is required reading for anybody interested in the growth of communities in rural America. I've had one post stuck in my head since last month (September 14th) which asks "Who is the 'Amazing Maisie' in your community?" I won't tell you the whole story about Maisie Devore because I want you to go and check it out for yourself, but it's about a woman who spent 30 years collecting cans to raise money to build a new community pool.

It made me think how important the individual is when it comes to building a better community. We often assume that organizations like the Chamber of Commerce or the City are the sole ones responsible for affecting the changes we want, but what will really cause change are the efforts of dedicated individuals.

Looking at recent Vermillion history, the Newcastle-Vermillion Bridge would not have been possible without the effort of many, but the loudest voice in the room was Dr. Green. That change has led to significant economic change in Vermillion. If you don't believe me, go to the retail stores and local employers and take note of the Nebraska license plates in the parking lot. We owe "Doc" a debt of gratitude for his vision.

With the addition of Ratingen Platz and the pocket park downtown, again the work of many people on the Streetscape Committee, it was Paula Keller and Michelle Maloney who were consistently at the council meetings and working with the city to help the project along. These parks have made the downtown area more attractive and are helping to make downtown a destination. The growing challenge for parking at peak times is evidence of positive change.

On a recent Friday night, Michelle and I stood on the sidewalk downtown and just watched. We witnessed people flowing in and out of the restaurants and bars, families walking, flower pots, nice awnings and several new businesses. While some would say downtown is still a work in progress, it is clearly a place where people want to be.

It was through the work of individuals that this environment was created. It was the city working with the people, not the city alone. The role of the City and Chamber, in my view, is to facilitate, to serve as a resource, to assist in carrying out the vision of the people (or members, in the case of the Chamber). Without the vision and effort of the individual, without the Maisie Devore, positive change does not happen. Stagnant communities have a stagnant populace. Growing, vibrant communities have citizens with the mindset of growth and vibrancy. The correlation is not coincidental.

As we look to the next challenges, who will be Vermillion's next Amazing Maisie? What project will seem insurmountable but for the desire of a few? I'm looking forward to finding out. If you have a Vermillion version of the Amazing Maisie story, send it to us and we'll share it in the next newsletter.

### Mission Statement

*The role of the Vermillion Area Chamber of Commerce & Development Company is to foster and promote the retail, manufacturing, civic, agricultural, and economic development interests of our community and the surrounding area.*

### 2010 VCDC Board:

**Dan Kenton, President**  
Hy-Vee

**Paul Preister, Vice President**  
Bank of the West

**Paul Eickhoff, Secretary**  
Polaris

**John Prescott, Treasurer**  
City of Vermillion

**Michelle Maloney, Past President**  
Scoops & RED Steakhouse

**Farron Pratt**  
First Dakota National Bank

**Mayor Jack Powell**  
City of Vermillion

**Sheila Gestring**  
The University of South Dakota

**Randy Houska**  
Houska Dental

**Jim Brady**  
Ace Hardware

**Gerald Tracy**  
SES DAC, Inc.

### VCDC Staff:

**Steve Howe**, Executive Director

**Ann Breitag**, Member Services Manager

**Maureen Cashin**, Visitor & Investor Relations

**Nancy Nelson**, Administrative Assistant

The official publication of the VCDC News is published quarterly. It is sent free of charge to all VCDC members.



www.vermillionchamber.com ■ Email us at vcdc@vermillionchamber.com ■ Call us at 624.5571

## EVENTS CALENDAR

- “Business After Hours” at SESDAC .....Nov. 2, 2010
- Valiant Vineyard Winery Holiday Open House ....Nov. 7, 2010
- Veterans Day Celebration @ W.H. Over Museum . Nov. 11, 2010
- ‘Business After Hours’  
at Clay Union Electric Cooperative .....Nov. 23, 2010
- VCDC Home for the Holidays at DT Vermillion .Dec. 3, 2010
- Christmas Tour of Homes  
by Clay County Historical Society .....Dec. 3-4, 2010
- WH Over Christmas Festival.....Dec. 5, 2010
- Dakota Farm Show @ USD Dakota Dome ..... Jan. 4-6, 2011

## We Welcome New Members!

If you know of someone who may be interested in becoming a Chamber member or for more information on joining, please contact Ann at 624-5571 or by email at [annb@vermillionchamber.com](mailto:annb@vermillionchamber.com)

Attention VCDC Members: Have you checked out your profile on [www.vermillionchamber.com](http://www.vermillionchamber.com) lately? Please make sure your information is up-to-date and that your description listed is accurate. If you don't have a description listed, please send one to Ann at [annb@vermillionchamber.com](mailto:annb@vermillionchamber.com) so she can update your profile. Make the most out of your membership!



## NEW MEMBER SPOTLIGHT

### Davis Design

[www.davisdesign.com](http://www.davisdesign.com)

Davis Design offers architecture, engineering, interior design, and construction administration from offices in Lincoln and Omaha, NE and Vermillion, SD. We have been providing design services longer than any other firm in the region. Founded in 1912, we have designed some of the region's most significant buildings. We have been privileged to work with thousands of people with the vision, dedication, and determination needed to build and strengthen their communities. During these last nine decades of leadership, we have continued to grow and develop, always adapting with technology to provide innovative and enduring designs. Davis Design in Vermillion is located at 15 East Main Street, Suite 201 and can be reached at 624-1081.

### SDN Communications

[www.sdncommunications.com](http://www.sdncommunications.com)

SDN Communications connects businesses. It's that simple. SDN offers business-class broadband service, IP telephone systems, cabling infrastructure, networking equipment and network surveillance. SDN's 22,000-mile fiber optic footprint is the most extensive network in the area, touching over 300 South Dakota communities like Vermillion, and reaching into Minnesota, Iowa, Nebraska, Wyoming, North Dakota, Montana and Colorado. Seventeen South Dakota independent telephone companies – cooperative, municipal, tribal, and family-owned companies – own SDN, located at 2900 W. 10<sup>th</sup> St., Sioux Falls, SD. For more information please call Melanie Beech at 605-978-3538 or visit [www.sdncommunications.com](http://www.sdncommunications.com).

### South Dakota Nonprofit Association

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

The South Dakota Nonprofit Association is a membership organization working to strengthen our state's nonprofit sector by providing member organizations with the tools needed to carry out our missions. We work to strengthen the local nonprofit community so that we may all work together to create a dynamic group of organizations that serve the various needs of our local and global community.

### Margo's Moppets

[www.margosmoppets.qwestoffice.net](http://www.margosmoppets.qwestoffice.net)

Margo's Moppets Childcare Center and Preschool opened in August, 2010. We are licensed with the State of SD and can have 46 children ages 6 weeks to 12 years. We have a two-room infant program for children ages 6 weeks to 14 months. There is a one year old toddler room where five children can spend their day learning and playing. We have split a large room into two rooms housing the 2 and 3 year olds and preschoolers. There are 10 available spaces for children aged 2 to 3 and 13 spaces available for children aged 4 to 5. There is also space available for 6 after school children.

We have many qualified staff waiting to care for children from the community. Karla Conlon is the Program Coordinator for the infant rooms. Karla has been working as an infant care provider for 11+ years. Loni Lindmier teaches our 2 and 3 year old children. Loni has been working with children since 1984. Monetha Burritt teaches our one year old children. She is soft spoken and has a great way with one of the youngest groups of children. Teah Clifford is the aid in Loni's 2 to 3 classroom. Teah is a Vermillion High graduate and is attending USD this fall. Shawn Anderson teaches our preschool program. Shawn's high energy attracts children towards her. She is fun and refreshing in the classroom. My name is Margo Logue and I am the Director/Owner. I received my degree in Education from MMC in Yankton. I have taught in special education and worked at a large childcare facility. It has been a dream of mine to provide first-class childcare to those within the Vermillion community and Clay County. Margot's Moppets in Vermillion is located at 905 SD Hwy 50 and can be reached at 624-5437.

## RIBBON CUTTINGS



Ribbon cutting at Margo's Moppets on September 21, 2010

### To schedule a ribbon cutting or ground breaking event

Contact us at 624-5571 or

email us at [vcddc@vermillionchamber.com](mailto:vcddc@vermillionchamber.com)

### Submit an Event

Do you have an event you'd like to submit to our calendar? Call 624-5571 or email to [annb@vermillionchamber.com](mailto:annb@vermillionchamber.com). Please include the event date, time, event name, contact name and phone number.



## HAPPY EMPLOYEES CREATE HAPPY CUSTOMERS

Barbara Glanz Communications, Inc. 2010 [www.barbaraglanz.com](http://www.barbaraglanz.com)

Have you ever seen a company with unhappy employees who had happy customers? I haven't! Employees need managers who can empathize with their stress and pain and who honestly try to create an environment in which they feel valued and respected despite all the changes going on around them. When employees were asked what they valued most about their jobs, the top three things employees reported were:

1. Interesting work
2. Full appreciation for the work they've done
3. A feeling of being "in" on things

Each of these motivators relates to an element of the type of caring, spirited workplace managers can create for their employees:

1. Communicate with employees in regular and creative ways.

\* Hold informal "grapevine sessions" to control the flow of the rumor mill. These open discussions can be held either on a regular basis or can be called by any employee. Managers must be prepared to listen and to be completely truthful and open. Even when they can't share specific information, they can honestly explain why and when it will be available.

\* Spend time with employees. Ask them how you can make their jobs easier. Work alongside them.

2. Create an atmosphere that makes employees enjoy being at work.

\* Celebrate everything you can – meeting of short term goals, the end of the budget process, winning grants or new customers, extraordinary work, safety successes. We know that happy employees are more productive employees!

\* Encourage daily affirmations throughout the organization. A pat on the back, a short note of thanks or a message from the manager can refill employees' emotional bank accounts for weeks! A spirit of gratitude throughout an organization will raise the level of all interactions. Create a passion for the positive.

3. Treat employees with respect.
4. Be enthusiastic about your work.

\* If a high level of performance is to be achieved, it is necessary for a supervisor or manager to have high performance goals and a contagious enthusiasm as to the importance of these goals.

Are you a contagiously enthusiastic manager? Are you helping your employees focus not only on a job description but also on their very important work? How is what they do each day making someone's life better? That new sense of purpose will boost self-esteem and add a depth of meaning for which they are desperate.

\*Enjoy your employees. Help them to 'lighten up' and not take themselves too seriously. Find ways to poke a little fun at yourself. Research shows that the most productive workplaces have at least ten minutes of laughter every hour.

\*Work on a community project. Care about the world outside your lobby. The fastest way to overcome depression is to do something for someone else. In organizations we often become so in-focused that we forget there is a needy world outside our doors.

Former Secretary of Labor Robert B. Reich said, "For six months

now, I've been visiting the workplaces of America, administering a simple test. I call it the 'pronoun test'. I ask frontline workers a few general questions about the company. If the answers I get back describe the company in terms like 'they' and 'them', then I know it's one kind of company. If the answers are put in terms like 'we' or 'us', then I know it's a different kind of company."

As managers, you can have a direct impact on the kind of company yours is. Listening to employees, caring about them and their families, creating an atmosphere that promotes joy, and presenting yourself as a human being will result in a workplace that can survive the changes, stress, and fear of the unknown. It will also result in delighted customers!

## EMAIL SUBSCRIPTION SERVICES

RETAIL PROPHET

### FEDERAL LABOR UPDATES

Sign up for updates from the US Department of Labor – including information on laws and labor statistics. Go to [www.dol.gov/dol/email.htm](http://www.dol.gov/dol/email.htm)

### STATE LABOR BULLETINS

The e-Labor Bulletin provides overviews of the South Dakota labor market, snapshots of the state's economy, and current labor data. To subscribe, go to <http://dol.sd.gov/lmic/elaborbulletin.aspx>

### FEDERAL TAX NEWS

Receive updates on selected topics from the Internal Revenue Service. Subscribe at [www.irs.gov/newsroom/index.html](http://www.irs.gov/newsroom/index.html) - on the left side of the page, click on "e-News Subscriptions".

### State Tax News

Sign up to receive Taxation News by email at [www.state.sd.us/drr2/listservsub.aspx](http://www.state.sd.us/drr2/listservsub.aspx)

### UNEMPLOYMENT INSURANCE

If you would like to receive an e-mail notice whenever updates are made to the South Dakota Unemployment Insurance website, visit <http://dol.sd.gov/ui/elert.aspx> to subscribe to the service. After subscribing, when an update is made, you will receive an e-mail with highlights of the change and a link to the new information.

### WORKERS COMP

If you would like to receive an e-mail notice whenever updates are made to the South Dakota Workers' Compensation website, visit <http://dol.sd.gov/workerscomp/default.aspx>. After subscribing, when an update is made, you will receive an e-mail with highlights of the change and a link to the new information.

### INSURANCE

Go to [www.state.sd.us/drr2/reg/insurance/publications.htm](http://www.state.sd.us/drr2/reg/insurance/publications.htm). At the bottom of the page, click on "Sign up today to receive our latest news bulletins and more".



www.vermillionchamber.com ■ Email us at [vcdc@vermillionchamber.com](mailto:vcdc@vermillionchamber.com) ■ Call us at 624.5571

**Special Events Committee Report**

The Special Events Committee met on Sept. 2<sup>nd</sup> at the Vermillion Public Library. The next event to plan and organize is the Holiday Events. The committee set a tentative date of Friday, Dec. 3<sup>rd</sup> for the Tree Lighting with Santa at Ratingen Platz and Dec. 4<sup>th</sup> for the Hy-Vee Santa Shack – pictures with Santa. Many great suggestions and ideas on how to improve the event and get the community more involved were discussed. The Special Events Committee is also in charge of the VCDC Annual Banquet which is normally held in February. The location, theme, music, entertainment, speaker and awards were all discussed. Plans for the July 4<sup>th</sup>, 2010 Celebration are also already being discussed!

**Special Events Committee:**

- Jim Brady
- Michelle Maloney
- Jill Ward
- Kelsey Thomas
- Brittany VanHove
- Tammy Davis - July 4<sup>th</sup> Chair
- Sam Brown
- Michele Walker
- Carisa Mudder
- Stacey Allen
- Jamie Flint
- Laurie Siegel
- Kimberley Andres
- Jen Hovland

**SOUTHEAST REGION TOURISM UPDATE**

With summer coming to an end, southeast South Dakota tourism businesses are assessing the season. We have heard great reports from all across the region that summer 2010 was a fantastic summer.

Southeast SD Tourism Association has seen an increase in requests for information and we're thrilled that we've also seen an increase in visitors to the region.

According to Smith Travel Research, Southeast South Dakota overnight stays are up 2.9% over 2009. Campgrounds are reporting record numbers of visitors and attractions are reporting better than expected numbers.

As we go into fall, we are anticipating fall events will keep visitors coming into mid-October and then pheasant hunting season should continue to keep our tourism economy strong.

SSDTA's Annual Members Meeting will be held Wednesday, October 6<sup>th</sup> at the Great Plains Zoo in Sioux Falls. The event will feature the annual marketing report, updates on tourism statistics, roundtable discussions on tourism topics and networking with other tourism friends. Following the meeting will be a workshop on Search Engine Optimization with our own web/media guy Roger Wenzlaff.

SSDTA Board will be meeting with regional legislators and mayors on the future of tourism in Southeast South Dakota.

We are pleased with the summer tourism season and look forward to continued growth in the Southeast Region.

For a list of upcoming events go to [www.southeastouthdakota.com](http://www.southeastouthdakota.com) and click on "What to Do."

For more information about Southeast South Dakota Tourism Association contact Jacquie Fuks, Executive Director at 605-665-2435 or email [Jacquie.sesd@iw.net](mailto:Jacquie.sesd@iw.net).

**TOURISM MEETING**

Jacquie Fuks, Executive Director of Southeast South Dakota Tourism Association (SSDTA) met with Mayor Jack Powell and VCDC staff to discuss opportunities for drawing visitors and tourists to our area of the state. Vermillion has exciting attractions to offer tourists, and our goal is to make our city and the surrounding area a destination for travelers rather than just a stopover on the way to other South Dakota sites. Jacquie offered the resources of her agency and gave suggestions on a combined marketing campaign for multiple attractions. Steve Howe is a board member of SSDTA.

The VCDC staff is working on a strategic plan specifically for tourism to present to the Board of Directors in the coming months for roll out the beginning of 2011.

**NATIONAL DISABILITY EMPLOYMENT AWARENESS MONTH**

"October is National Disability Employment Awareness Month. Across America, there are fifty-four million people with disabilities, and their talents enrich our communities every single day. Yet opening the door to opportunity for many of these workers remains a challenge. This undermines the true strength of our economy and our nation. To that end, the Department of Labor will continue building a long-term infrastructure that helps bring together employers with jobseekers – including those who have disabilities. That commitment will endure – not just through National Disability Employment Awareness Month, but every single day," said Secretary of Labor Hilda L. Solis.

**Monday Messenger is Now On-Line**

Spread the word to your staff that the VCDC website now includes the weekly Monday Messenger, a listing of local activities and events.

Go to [www.vermillionchamber.com](http://www.vermillionchamber.com),

click on 'THE CHAMBER', then click on 'Monday Messenger'.

The Monday Messenger will also continue to be emailed to the VCDC Members every Monday.



www.vermillionchamber.com ■ Email us at [vcdc@vermillionchamber.com](mailto:vcdc@vermillionchamber.com) ■ Call us at 624.5571

**ANNUAL VCDC MEMBER GOLF SOCIAL**

The Annual VCDC Member Golf Social was July 27<sup>th</sup> at The Bluffs Golf Course. It was a hot summer day but everyone had a great time! The Roadhouse served a fantastic meal that was enjoyed by everyone.

Thank you to all of the team members, hole sponsors, pin prize sponsors, door prize sponsors and the VCDC Ambassadors for making our 2010 Golf Social a tremendous success! Congratulations to the winning team of the tournament, Dakota PC Warehouse.



Dakota PC Warehouse team

**VCDC Committee Opportunities**

Are you interested in becoming more active with the VCDC and in the Community? Join one of our new committees! We currently have two new committees that we are searching for great volunteers. These committees are the Special Events Committee and the Legislative Affairs Committee. If you love event planning, the Special Events Committee is for you! This committee will work to plan and promote special events that the VCDC hosts such as the Annual 4<sup>th</sup> of July Celebration, the Annual Banquet, membership socials, and other smaller events throughout the year. Are you interested in the legislative issues that affect Clay County and local businesses? The Legislative Affairs Committee will work to stay up to date on such issues and keep the VCDC membership informed. If you are interested in either of these committees or would like more information, please contact Ann at [annb@vermillionchamber.com](mailto:annb@vermillionchamber.com) or at 624-5571.

**Teams:**

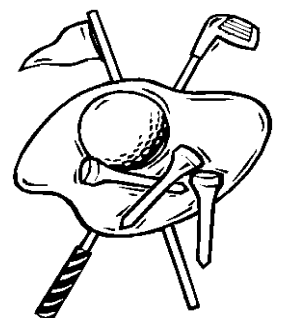
- VCDC Ambassadors
- Avery Outdoor
- Bank of the West
- Cleland's Clubbers/Craig Thompson Law Office
- CorTrust Bank
- Dakota PC Warehouse
- Farm Bureau Financial Services
- First Bank & Trust
- First Dakota National Bank
- Hy-Vee
- Polaris
- PrintSource
- Sammelson Brothers
- Sanford Vermillion
- Security National Bank of SD
- SESDAC
- Siouxland Investment/Fred Haar Co.
- USD Foundation
- Vermillion NOW!
- Wells Fargo Bank

**Pin & Door Prize Sponsors:**

- AAA of SD - Vermillion
- Alltel
- Ava Morgan
- Avery Outdoor
- Bank of the West
- Chaney CorInsurance
- Clay County Fair Assoc.
- Clay Union Electric
- Culhane Communications
- Dakota PC Warehouse
- First Bank & Trust
- First Dakota National Bank
- Great Plains Therapy
- Heartland Home Care
- Johnson Feed
- Jones Ace Hardware
- Jones Food Center
- Nook'n Cranny
- Polaris
- Premier Real Estate
- Raziel's
- RED Steakhouse
- R-Pizza
- Siouxland Investment Group
- Fred Haar Co.
- The Roadhouse
- Uppercase Living
- USD Alumni Association
- Valiant Vineyards
- Pizza Hut

**Hole Sponsors:**

- Bank of the West
- Chaney CorInsurance
- CorTrust Bank
- Dakota PC Warehouse
- First Bank & Trust
- First Dakota National Bank
- Hy-Vee
- Polaris
- PrintSource
- Sanford Vermillion
- Wal-Mart
- Williams & Company, PC





www.vermillionchamber.com ■ Email us at [vcdc@vermillionchamber.com](mailto:vcdc@vermillionchamber.com) ■ Call us at 624.5571

## BUSINESS AFTER HOURS

The Roadhouse was the host on July 14<sup>th</sup>. Jere, Neil and their staff served fantastic appetizers and beverages that were enjoyed by everyone! Their great new addition was a perfect spot to mingle. The Farmers Market was the host on August 19<sup>th</sup>. The weather was beautiful and we enjoyed the shade under the tents that were set up. We had delectable farm fresh nibbles and beverages and we had a great time socializing and shopping at the merchants tents. CorInsurance and CorTrust Bank were hosts on Sept. 14<sup>th</sup>. There was a great crowd that had fun with the putting game. Wonderful food and beverages were served! The winners of the putting game were Randy Hammer and Keith Brooks. The door prize winners were Lori Kenton – plant, Sheila Prosser – cooler, and Howard Willson – tumbler.

Our next Business After Hours will be Oct. 14<sup>th</sup>, co-hosted by Valiant Vineyards/Buffalo Run Resort and Security National Bank of SD at the winery from 5:00 to 7:00 pm. On Nov. 2nd we look forward to SESDAC hosting a Business After Hours and Open House. On Nov. 23<sup>rd</sup> Clay-Union Electric Cooperative will be the host and it is also their 75<sup>th</sup> Anniversary!

Thank you to all of the businesses who hosted and to all who attended the Business After Hours these past few months. It is a great time to understand what the host business has to offer, network with your peers, meet new contacts and socialize!



The Roadhouse



CorInsurance and CorTrust Bank



The Farmers Market

## RIBBON CUTTINGS & OPEN HOUSES



Fireworks Unlimited June 27, 2010



Ratingen Platz July 29, 2010



www.vermillionchamber.com ■ Email us at [vcdc@vermillionchamber.com](mailto:vcdc@vermillionchamber.com) ■ Call us at 624.5571

## MEMBER NEWS

- Congratulations to **Stream Global Services** on the opportunity to hire an additional 180 part time employees and 20 full time employees to fulfill their new clients needs!

- Congratulations to Mick Breske, Agent, and his assistant Lisa Ketcham, for earning **American Family Insurance's** Agent of the Month Honors for August 2010. This recognition is awarded by the company based on sales volumes, outstanding service and support, and overall customer satisfaction ratings. During the month of August, their agency achieved first in sales production company-wide in Farm/Ranch lines, second in overall sales production for both South Dakota and North Dakota, and first in overall sales production for Southeast South Dakota. The agency is recognized by J.D. Power & Associates as a "Distinguished Insurance Agency" for continuing to provide outstanding customer experiences. The agency is located at 112 West Main Street in Vermillion and offers a full line of insurance protection including products for home, auto, life, health, farm/ranch/business/commercial, and other needs.

- **Heartland Humane Society** is sponsoring a 'Fur Ball' at the Muenster University Center on Oct. 9<sup>th</sup>. Social Hour begins at 6:00 pm, followed by dinner, dancing and a silent auction. All proceeds from the event go towards the care of their shelter pets. For tickets and additional information please call 605-664-4244 or email [lhs@midconetwork.com](mailto:lhs@midconetwork.com).

### Have something to add?

If you have something that belongs in the VCDC News, please call us at 624-5571

or send it to us at [vcdc@vermillionchamber.com](mailto:vcdc@vermillionchamber.com).

The deadline for articles to be included in the January 2011 issue is December 15th.

### Vermillion Bucks

The Vermillion Bucks program is an ongoing promotion to encourage shopping in Vermillion. Each certificate looks like a check and is processed like a check. Vermillion Bucks can be used at any Vermillion business and can be used for everything from buying groceries to paying local bills. These make great gifts for employees, family and friends. Please keep them in mind when you need Christmas, birthday, anniversary or wedding presents or prizes and bonuses.

Vermillion Bucks can be purchased in denominations of \$5, \$10 or \$20. To place your order please call 605-624-5571 or email [vcdc@vermillionchamber.com](mailto:vcdc@vermillionchamber.com).

- The **Dakota Hospital Foundation** hosted a Community Open House to welcome Dr. Stacy Searcy and Dr. Stephen Njagi to the community on August 25<sup>th</sup> at the Vermillion High School. A large crowd enjoyed the great meal, all of the fun games, and a chance to meet our new Doctors. Welcome to Vermillion!

- We would like to welcome Steve Parker to Vermillion! Steve is the new Store Director at **Vermillion Hy-Vee**.

- Four distinguished alumni from USD will be honored with Alumni Achievement Awards during Dakota Days. Recipients will be presented with their awards during the alumni banquet on Friday, Oct. 1<sup>st</sup>, 2010. The recipients are recognized for professional achievement, service to the University and for public service. Honored alumni this year are **Mike and Julia Chaney** for Service to the University, Harvey Jewett for Public Service, and Elizabeth Foley Zorn for her Professional Accomplishments. Mike and Julia Chaney both obtained their bachelor's degrees from USD in 1963. The Chaney family has a long and proud history of being actively engaged in supporting the University and the Vermillion community. They have been enthusiastic supporters of Coyote athletics and have served on the board of directors of the USD Alumni Association, with Mike serving as treasurer of the organization for 28 years. Mike also served on the board of directors of the VCDC, with Mike serving as President. Julia was on the staff of the USD Alumni Association where she took an active role in planning Dakota Days and other alumni events for nearly a decade. Additionally, the Chaney's have been supportive and actively engaged in their respective Greek organizations on the USD campus, Beta Theta Pi and Pi Beta Phi. Congratulations to you both!

- Tim Salvatori is the new Manager at **Fullerton Building Center**. Welcome to Vermillion Tim!

- **PrintSource** recently launched an online daily news source that includes news, sports, community events, and more! Check it out at [www.VermillionTODAY.com](http://www.VermillionTODAY.com).

- Congratulations **USD** on the completion of Coyote Village! It is a beautiful addition to the USD Campus and Vermillion community.

- Congratulations to **RED Steakhouse** which opened on August 11<sup>th</sup>, 2010 in Historic Downtown Vermillion! Check out their website at [www.theredsteakhouse.com](http://www.theredsteakhouse.com)

- **Raziell's** is having 'Open Jam with Mark and Bonnie' every Thursday night beginning at 7:30 pm. Come and listen or bring your own instrument and join in!

Total enrollment at **The University of South Dakota** exceeds 10,000 students in 2010, a first for South Dakota's flagship university. This fall's total enrollment of 10,151 students represents an increase of 5.5 percent from fall 2009!



www.vermillionchamber.com ■ Email us at [vcdc@vermillionchamber.com](mailto:vcdc@vermillionchamber.com) ■ Call us at 624.5571

## VERMILLION STARTUP COMPANY RECEIVES VERMILLION NOW GRANT

Vermillion, SD – The Vermillion Area Chamber and Development Company (VCDC) utilizing funds from the Vermillion Now! economic development initiative has awarded Solid Rock Clothing a \$1,500 grant to assist with business startup costs. Dustin Pratt, founder of Solid Rock Clothing and a University of South Dakota graduate student, created his company after a trip to Australia. There he discovered a variety of wool products and decided to incorporate them with other eco-friendly materials to create a new blend of highly functional and comfortable fabric. Solid Rock will use the material to create a line of T-shirts that will feature designs from talented local artists. Pratt says his company motto is “Look good. Do great things.” This motto embraces both the stylish look and the adventurous aspect of the shirts.

Pratt’s company has received multiple honors in recent months including placing first in the South Dakota Governors Student Giant Vision competition, receiving top honors at the Sales and Marketing Executives Scholarship Competition, and being named the N2TEC Technology Accelerator Program. In addition to the Vermillion Now!

grant, Solid Rock has been provided with incubator space in downtown Vermillion.

Fostering entrepreneurship is one of the stated goals of the Vermillion Now! economic development initiative. To address this goal, the VCDC and The University of South Dakota Beacom School of Business recently partnered to create a first class entrepreneurship program in the region. The program includes coursework at the university and community levels, seminars, business counseling services and incubator space.

“Dustin and Solid Rock is an excellent example of our entrepreneurship program at work,” said Steve Howe, Executive Director of the VCDC. “The path he has taken from idea generation in a class room environment to product development in the community is how we hope to encourage and support people with great ideas and grow businesses in Vermillion.” Solid Rock is also providing benefit to the existing business in the community by working with Lumo Studios of Vermillion to develop the natural dyes used in the clothing line.

## VERMILLION AMBASSADOR’S REPORT

By Jon Callahan

As we come to the end of summer 2010 we now can reflect back upon it and recognize that it was a wet summer mixed with some beautiful days. The Vermillion Ambassadors were able to capitalize on one of these nice days July 27<sup>th</sup> by assisting the Vermillion Area Chamber & Development Company in hosting its Annual Golf Social held at the Vermillion Bluffs Golf Course. The day started off with a best ball tournament followed by a fantastic meal catered by the Vermillion Roadhouse, an award presentation followed the meal. The Ambassadors golf team for the tournament was well represented by Ambassadors Mike Flemming and Pat Goebel, along with Vermillion community members Sue French and Bob Solomon. Sherry Stockwell hosted the “put the ball on the tee” tournament on hole #12 along with handing out door prizes after dinner. Sandy Brown and Dan Kenton greeted incoming golfers at the registration table. In the month of June the Ambassadors participated in one ribbon cutting for Fireworks Unlimited on June 27<sup>th</sup>. In the month of July the Ambassadors participated in one Business After Hours hosted by The Roadhouse on July 14<sup>th</sup>. In the Month of August the Ambassadors participated in one ribbon cutting for Ratingen Platz on August 12<sup>th</sup> and one Business After Hours hosted by the Farmers Market on August 19<sup>th</sup>. As of the 17<sup>th</sup> of September the Ambassadors participated in one Ground Breaking Ceremony for SDN Communications on the 9<sup>th</sup> and one Business After Hours hosted by CorInsurance/Cor Trust Bank on the 14<sup>th</sup>. The Vermillion Ambassadors would like to thank Mike Flemming for all his help and support over the past couple years with the Ambassadors and would like to wish him well with his future endeavors. If you would like to join this highly motivated self-rewarding group please contact Ann Breitag with the Vermil-

lion Area Chamber and Development Company.

### Ambassador Members:

Sheila Prosser – Chairperson	Donna Shafer
Candy Lubben	Leota Conroy
Jon Callahan	Sherry Stockwell
Sandy Brown	Keith Brooks
Mike Flemming	Pat Goebel
Alan Fritch	Kimberley Andres
Anthony Edelen	



Ambassador 2010 Golf Team:  
Mike Flemming, Sue French, Pat Goebel, Bob Solomen



www.vermillionchamber.com ■ Email us at [vcdc@vermillionchamber.com](mailto:vcdc@vermillionchamber.com) ■ Call us at 624.5571

## SDN COMMUNICATIONS BREAKS GROUND IN VERMILLION ON \$25 MILLION BROADBAND STIMULUS PROJECT

VERMILLION, SD (SEPT. 9, 2010) – SDN Communications broke ground today at Vermillion High School on a \$25 million project that will bring increased broadband access to 305 hospitals, schools, government facilities and public safety offices in more than 75 South Dakota communities.

SDN was selected in December 2009 to receive the \$20 million grant as part of the Department of Commerce’s Broadband Technology Opportunities Program (BTOP). The company will contribute an additional \$5 million to the project. The groundbreaking event marks the start of construction in Vermillion, the second community to benefit from the construction. SDN started work in Rapid City last month. SDN was likely the first company in the nation to begin construction on the BTOP initiative.

SDN’s application was one of the nation’s first 18 funded, making it among the top 1 percent of the telecom companies receiving an award. Vermillion Superintendent Mark Froke and Vermillion Mayor Jack Powell praised SDN for its application saying the result of the work will improve the lives of South Dakotans.

“In a world that has become smaller and flatter, connectivity to other schools and to the World Wide Web prepares our students for anything,” said Dr. Froke. “Most importantly, it prepares our community so we can have an economy that can compete and keep our young people here with opportunity.”

Mayor Jack Powell said: “These advanced technologies will improve services to taxpayers at all levels of local government, but it also delivers a bigger broadband backbone to Vermillion, providing a new economic attraction to businesses interested in locating here.”

The entire project will add 359 miles of new fiber-optic cable and will be completed by December 2012. Beyond Vermillion and Rapid City, SDN will begin fiber construction in Watertown yet this year.

To follow progress on the project, go to: <http://www.sdncommunications.com/stimulus>



SDN Communications September 9, 2010

## 2010 Tanager Volunteer Day

Over 500 hot dogs, chips and water were served by Jones Food Center and the VCDC staff to the hard working Tanagers during ‘Tanager Volunteer Day’ on September 15. The students volunteered their services of cleaning, painting, vacuuming, office tasks, or almost anything that needed to be done in the Vermillion community. Businesses, schools, organizations, churches, clubs, etc. were encouraged to challenge the students. The students painted the Vermillion swimming pool and cleaned the Armory along with many other tasks and jobs. They are a great group of students and Vermillion is very appreciative of their hard work in the community!



## TEACHER APPRECIATION BREAKFAST

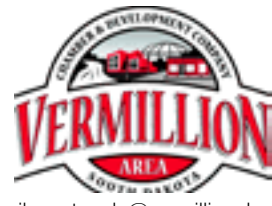
The Teacher Appreciation Breakfast for the Vermillion School District teachers was August 18<sup>th</sup> at the Vermillion High School. The VCDC staff was joined by Gloria Christopherson and Emma Drissen to thank those who educate, inspire, and develop our youth into our future leaders, entrepreneurs, business owners, employees, and citizens. Good luck in the 2010-2011 school year.

## COYOTE BASH

The University of South Dakota and the Vermillion Area Chamber & Development Company once again partnered in welcoming the new USD students to Vermillion on August 30<sup>th</sup>. 500 to 600 students walked from the USD Campus to Downtown Vermillion where area businesses and organizations set up tables to welcome the students and introduce them to the products and services they offer. Hy-Vee and Jones Food Center, along with the VCDC staff, served free hot dogs, chips, soda’s and water to all of the students. Thank you to all of the businesses and organizations that participated in welcoming the students to Vermillion!

**SHOP LOCAL,  
SHOP THE VERMILLION AREA  
where you’ll find everything you need**

**Notary Public Service**  
Notary Public Service is available  
to all Chamber Members at no  
charge at the VCDC office.



www.vermillionchamber.com ■ Email us at vcdd@vermillionchamber.com ■ Call us at 624.5571

# ANNUAL JULY 4<sup>TH</sup> CELEBRATION

The Annual July 4<sup>th</sup> Celebration was a huge success again this year. The day started at the Vermillion Pool with 'Fun in the Sun' competition events. Great prizes were awarded to the swimmers. A special thanks goes to Tammy Davis for all of her hard work to make 'Fun in the Sun' happen. At Barstow Park, Hy-Vee had their Annual Hot Dog Eating Contest that always draws a huge crowd! The crowd also enjoyed inflatables for the children, face painting by the PTA, live music by the Outback Band, great food and beverages at the various food vendors, beer garden by the Eagles Club and a spectacular fireworks display at dusk!



Hy-Vee Hot Dog Contest Winners



Annual July 4<sup>th</sup> Celebration included food to be eaten . . .



things to be jumped on . . .



and places to get wet

**PREPARING FOR VERMILLION'S FUTURE  
BY INVESTING IN  
VERMILLION NOW!**



To learn more about how you can participate in Vermillion NOW!

Please contact the VCDC at 624-5571 or go to [www.vermillionnow.com](http://www.vermillionnow.com)



www.vermillionchamber.com ■ Email us at vcdd@vermillionchamber.com ■ Call us at 624.5571

# VERMILLION CHAMBER DAY WITH THE COYOTES

The VCDC and Coyote Athletics partnered for 'Vermillion Chamber Day with the Coyotes' on Sept. 18<sup>th</sup> for the USD home opening football game. The Coyotes offered ½ price tickets to the Chamber Members and their families to the game. The VCDC hosted a Tailgate Party and Member Social from 2:00 to 4:00 pm at the new Coyote Tailgate Nation. Jere Chapman, owner of The Roadhouse, served delicious Cuban style pork sandwiches and hot dogs that were grilled at the tailgate site. Jere brought his 2 party buses to the tailgate site for the members to warm up in. He also contacted a few of his vendors and was able to get sodas and beer donated for the event. Jere and his staff continue to amaze us by always going above and beyond what we expect! Thanks also to Jon Robertson, owner of Cherry Street Grill/Foxes Pizza, for the great dip. The VCDC Ambassadors helped with bringing the picnic tables, setting up, distributing the souvenirs to the members and fans and helping to host the event. Thank you for your continued enthusiasm, support and hard work. It was a great day that ended with the Coyotes beating NW Oklahoma State 48 to 14! GO YOTES!



## USD VENDOR FAIR

On August 28<sup>th</sup>, the VCDC staff helped welcome the students to the USD campus and Vermillion community. Students began moving into the residence halls at 8:00 am and continued throughout the day. After moving in, the students and their families were encouraged to visit the Muenster Center to eat, explore campus services, buy parking permits, visit with financial aid and much more. As part of this Muenster Center Welcome Party, the VCDC participated in the Vendor Fair in the Muenster Center Ballroom from 9:00 am to 3:00 pm.