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

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

May 2011



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

Events Calendar

'Business After Hours' @ Great Plains Therapy..... May 10, 2011	Great Dakota Wine Fest Aug. 27 - 28, 2011
Tour de Kota June 9, 2011	Ribs, Rods & Rock 'n Roll Sept. 9 - 10, 2011
VCDC Annual Golf Social June 28, 2011	USD Dakota Days Oct. 7 - 8, 2011
July 4th Celebration. July 4, 2011	
Clay County Fair & Achievement Days Aug. 11 - 13, 2011	
Bull-A-Rama Aug. 26 - 27, 2011	

For a complete event listing go to www.vermillionchamber.com

MONDAY MESSENGER

Each week we provide our members with updates on what is happening in the community through the Monday Messenger. We also send out frequent communications and reminders to our members. These communications are a great way for our members to share information with other members. If you have an update that you would like included or if you would like to be added to the email list to receive it every Monday please call us at 624-5571 or email us at vcdc@vermillionchamber.com.
The Monday Messenger is also available every week on our website www.vermillionchamber.com.

2011 VCDC Board:

- Dan Kenton** - President
Hy-Vee
- Paul Preister** -Vice President
Bank of the West
- Gerry Tracy** - Secretary
SES DAC, Inc.
- John Prescott** - Treasurer
City of Vermillion
- Michelle Maloney** – Past President
Scoops & RED Steakhouse
- Mayor Jack Powell**
City of Vermillion
- Sheila Gestring**
The University of South Dakota
- Randy Houska**
Houska Dental
- Jim Brady**
Ace Hardware
- Paul Eickhoff**
Polaris
- Alan Fritch**
CorTrust Bank
- Jon Robertson**
Cherry Street Grille

VCDC Staff:

- Steve Howe**, Executive Director
- Ann Breitag**, Member Services
Manager
- Maureen Cashin**, Visitor & Tourism
Coordinator
- Nancy Nelson**, Administrative
Assistant

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

FROM THE DIRECTOR

Steve Howe, VCDC Executive Director

Time to Embrace Blue Collar

Some of the marketing efforts for Vermillion by the VCDC have been stating we are “Close to Everything. Far From Ordinary.” We have been highlighting that we are close to transportation routes, centered in the country therefore closer to your markets, and we are close to multiple labor centers to serve your workforce needs. All true. But in highlighting these benefits we are also attempting to tackle head-on what are, at the same time, our weaknesses, particularly in the area of labor. Currently we rely on regional, commuter labor because we lack the workers to support our local companies, not to mention the labor needed by prospective companies we hope to recruit. One Vermillion business states only 30% of their 100+ workers come from Clay County. If this company had to rely only on Clay County labor, they would not be able to keep their doors open.

In many cases, it’s not lack of available applicants; it is the lack of applicable skills. If these skills were present, these workers could be earning wages well above the community average, well above the level that would take them out of poverty. If you’ve paid attention to my ongoing ramblings, you’ll remember the Clay County poverty rate is 23%. I was recently told by the Vermillion School District Administration that for families of kids in our elementary system that number is closer to 40%. Please read that sentence again.

Does it bother anyone else that we are sending good wages to other communities where the houses are built, and where the sales and property taxes are collected, while at the same time we are providing rental assistance to over 200 Vermillion families, while we are serving more and more people every year at the Welcome Table, the Backpack Program, the Food Pantry, the School Lunch Program? This while our employers are begging for people with the skills to do the job.

So how do we fix this? As we’ve been stating for two years now, we need to diversify the Vermillion business community to provide real employment choices for our citizens in a variety of industries. But to do that, we need to provide our citizens with the skills required by our target industries. In fact, labor availability is the most important issue in economic development. Providing four year liberal arts degrees is simply not enough. We need to provide people with traditional industrial skills starting at the high school level.

It has been suggested to me on several occasions that we are a town that values higher education and I may not get support for blue collar training. Aside from interpreting this viewpoint as smacking of unearned arrogance, I contend that we must value both. Clay County has only about 12% of the workforce in traditional blue collar industries (most of which commute in daily) and consequently we have 23% poverty. Being a single industry town hasn’t worked that well. Take a look at some notable liberal arts communities: Providence, RI - home of Brown University – 20% blue collar and 14% poverty. Williamstown, MA - home of Williams College – 19% and 11%, respectively. And closer to home, Grinnell, Iowa – 24% and 9%. These liberal arts communities have a backbone of blue collar industries and so can we if we work together to address the workforce needs required to make this a reality. We must learn to appreciate the value of these career paths and what they can bring to our community. In keeping with solid liberal arts principles, we must learn to appreciate the value of industry diversity just as we value diversity in people.

Steve Howe



Steve Howe

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.



VCDC Board of Directors - Farewell and Welcome

Please join us in thanking our outgoing VCDC Board member, **Farron Pratt** for his years of work at the VCDC. Farron served on the board for 6 years, serving as Treasurer, Vice President, President and Past President. His dedication and hard work both on the VCDC Board and in the community is admirable. Vermillion is a better place as a result of his leadership.



Farron Pratt

Alan Fritch from CorTrust Bank, is also new to the community. His main reason for becoming a board member is to help with the promotion, growth, and development of the Vermillion community. Alan has been involved with several small community chambers and commercial clubs over the last 25+ years.



Alan Fritch

Al Pravecek from the Vermillion Veterinary Clinic, believes the only way our community will improve or grow is through involvement. Al wants to encourage new businesses to come to the Vermillion area. He stated that we have so much to offer. We need to use the Missouri River recreation (make it a destination!) and make sure everyone knows the value USD is to our community.



Al Pravecek

Jon Robertson owns Cherry Street Grille & Foxes Pizza. As an independent small businessman who has been in the community for over 20 years, Jon thinks his perspective on the business community and Vermillion as a whole will be beneficial on the board. Jon believes the VCDC should not only bring growth to the community by bringing new business and industry to Vermillion, but also should support the growth of existing businesses.



Jon Robertson

Re-appointed to a second term, **Paul Eickhoff** from Polaris Industries has enjoyed working with the VCDC team the last three years. Paul feels there has been a lot of progress made, but also feels there are significantly more opportunities that he would like to assist in bringing forward. Paul enjoys working on projects that help grow the community and he has 20 years of corporate experience. The goal most interesting to him is growing the business and population base of the Vermillion area.



Paul Eickhoff

Re-appointed to a second term, **Paul Preister** from Bank of the West, feels the board has been able to make some great strides for Vermillion and he wants to help Vermillion continue to succeed. Paul wants to keep moving forward and feels the VCDC is vital to the future success of Vermillion. Paul said the City of Vermillion, local businesses and individuals of Vermillion have made a significant investment in the future of Vermillion with the Vermillion NOW! Campaign. His number one goal is to ensure that the investors receive a return for their investment. Paul wants to increase jobs in Vermillion to allow our current businesses to be successful and provide more opportunities for the people who call Vermillion home.



Paul Preister



Vermillion NOW! Luncheon

We will be holding a Vermillion NOW! update luncheon at Valiant Vineyards Winery on Wednesday, May 18 at noon. The luncheon is open to Vermillion NOW! investors as well as the general public for the purpose of providing an update on progress in the Vermillion NOW! campaign. In addition, we will introduce speakers from Mitchell Technical Institute (MTI), and the Regional Technical Education Center (RTEC) to present information about our next initiative on the need for workforce development to support our target industries. Cost for the luncheon is \$10. Please call the VCDC office at (605) 624-5571 for further details and to RSVP. We look forward to seeing you there!

TO SCHEDULE A RIBBON CUTTING OR GROUND BREAKING EVENT

Please contact us at 624-5571 or email us at annb@vermillionchamber.com

VCDC Committee Opportunities

Are you interested in becoming more active and involved with the VCDC and in the Community? Please contact Ann at annb@vermillionchamber.com or at 624-5571 for more information.



USD/Vermillion/Yankton Pierre Day February 9, 2011



For Immediate Release

Argus Leader Media in Sioux Falls, SD, is proud to announce the 7th annual **Argus Leader Tour de Kota™** bike tour across South Dakota.

The **Argus Leader Tour de Kota™** plans each tour in order to showcase the unique beauty and hospitality of South Dakota. Cyclists from local towns and across the country will, not only see the landscape of South Dakota, but experience local food, friendly folks and unique cycling only experienced across the northern Great Plains. The **Tour de Kota™** travels the back roads and byways of the beautiful State of South Dakota, on what has become one of the best cycling tours in the Midwest. The six-day tour will cover 430 miles.

On Sunday morning, June 5, the riders will leave Sioux Falls and arrive at South Dakota State University in Brookings for an evening of South Dakota hospitality. Following the overnight festivities and stay in Brookings, the riders will head for Dakota State University in Madison on Monday, June 6, to enjoy another great University and town full of fantastic food and community hospitality. Continuing southwest, riders will push forward to the City of Mitchell for an evening of pampering, entertainment, and incredible food selections. With only two nights left, and a little over 200 miles already completed, riders will enjoy entertainment and a good night's rest in the City Freeman on Wednesday, June 8. **Finally, after passing through dozens of South Dakota communities, riders forge south on Thursday, June 9, for their final overnight stay at the University of South Dakota in Vermillion. Events will be held at the USD tailgate site south of the Dome and highlights include food vendors, live radio remote, and live music.** Waking up early for the last day of the ride on Friday, riders will make their final trek back to Sioux Falls to the University of Sioux Falls.

Over the past six years, we've had an average of 800 participants throughout the week and over 450 riders each day. As the seventh year approaches, many people are recruiting friends, family and people from across the country to join the **Tour de Kota™**. With the dedication of each host community, the staff from the Argus Leader, vendors and sponsors, we'll continue the momentum of the most unique weeklong bike ride adventure in South Dakota.

The **Argus Leader Tour de Kota™** wouldn't be possible without the following sponsors and generous donations from our supporters: Sanford, Scheels, Spoke-N-Sport Bikes, Two Wheeler Dealer, Harlan's Bike and Tour, Billion Automotive, Mini-Movers, and others.

Registration deadline is May 31, 2011. For more detailed information and to register for the ride, visit www.tourdekota.com. We hope to see you on tour this year!

2011 Vermillion Area Visitor Guides Available

The 2011 Visitor Guides are available to be displayed in your business. The Visitor Guide is created to inspire consumers to travel to and within the Vermillion Area. Please contact the VCDC office at 624-5571 if you would like guides delivered to your business or you can stop by and pick them up. Also available are the 2011 statewide SD Vacation Guides and the Southeast South Dakota Travel Guide.

New Vermillion Clothing Items



We often receive requests from community members and visitors to purchase Vermillion apparel, so we now have clothing items available in our office for purchase. Selections include men's and women's long sleeved dress shirts and polo/golf shirts, all available in red or white. The shirts are embroidered with our tourism logo and are available in a variety of sizes. Stop in and check them out!



VCDC Planning Survey Results 2010

Do you feel the Chamber is meeting the stated mission?

Answer Options	Response Percent	Response Count
Yes	81.0%	34
No	7.1%	3
Don't Know	11.9%	5

If no, please indicate areas you feel are not being met.
 I think the VCDC spends more time on development than on chamber duties, activities.
 I also think having a chamber and development company in one entity is counter.
 Haven't seen much activity in new developments or retail promotions.
 Support for new business is great. Existing businesses should not be forgotten.

Please indicate how you learn about Chamber news and community events (pick all that apply).

Answer Options	Response Percent	Response Count
Email Monday Messenger	90.2%	37
Chamber Chat - Broadcaster	24.4%	10
Chamber Chat - PlainTalk	41.5%	17
Chamber Chat - Equalizer	24.4%	10
Quarterly Newsletter	68.3%	28
Radio Chamber Chat - KVHT 106.3	12.2%	5
Radio Chamber Chat - KK93	2.4%	1
Website Event News and Calendar	26.8%	11
None	2.4%	1

What do you like about the Quarterly Newsletter? (pick all that apply)

Answer Options	Response Percent	Response Count
Ribbon Cuttings	48.8%	20
Calendar of Events	61.0%	25
Member News	70.7%	29
Ambassador News	26.8%	11
From the Director	56.1%	23
New Member Spotlight	61.0%	25
General News Articles	56.1%	23
None	2.4%	1
Don't Read the Newsletter	9.8%	4
Other (please specify)	4.9%	2

Please indicate why you chose to be a member (pick all that apply)

Answer Options	Response Percent	Response Count
Personal Business Referrals and Promotion	17.1%	7
Promote the Overall Business Environment	63.4%	26
Promote the Community in General	73.2%	30
Business and Professional Development Opportunities	29.3%	12
To Have an Advocate for business with Local and State	19.5%	8
Other (please specify)	9.8%	4

I wanted to be part of an organization with excellent direction and a great director!
 The business I represent was already a member

Which areas do you feel the VCDC should increase their focus?

Answer Options	Response Percent	Response Count
Individual Business Referrals and Promotion	39.0%	16
Promotion of Retail Climate	41.5%	17
Sponsorship of Community Events (i.e. 4th of July)	19.5%	8
Business Education and Development Opportunities	48.3%	19
Advocacy for Business with Local and State Government	26.0%	11
No Opinion	12.2%	5
Other (please specify)	14.8%	6

It's my opinion all areas are covered very well.
 Economic Development
 Increasing job recruitment
 Marketing the community as a whole
 The focus should be on retaining and adding to retail/service businesses and increasing manufacturing business in Vermillion

Which member benefits have you taken advantage of?

Answer Options	Response Percent	Response Count
Business Counseling	2.4%	1
Member Education (Candidate Forums, legislative)	36.6%	15
Use of Chamber Conference Room	26.8%	11
Networking Opportunities (Business After Hours)	53.7%	22
Display brochures in the VCDC lobby	24.4%	10
Customized Business Listing on the Web	19.5%	8
Ribbon Cutting	31.7%	13
None	22.0%	9

Which member benefits have you taken advantage of?

Answer Options	Response Percent	Response Count
Business Counseling	2.4%	1
Member Education (Candidate Forums, legislative)	36.6%	15
Use of Chamber Conference Room	26.8%	11
Networking Opportunities (Business After Hours)	53.7%	22
Display brochures in the VCDC lobby	24.4%	10
Customized Business Listing on the Web	19.5%	8
Ribbon Cutting	31.7%	13
None	22.0%	9

Do you receive sufficient value for your membership?

Answer Options	Response Percent	Response Count
Yes	85.4%	35
No	0.0%	0
No opinion	14.6%	6

Please rate your opinion of the professionalism and service of the VCDC staff?

Answer Options	Response Percent	Response Count
Favorable	90.2%	37
Neutral	7.3%	3
Unfavorable	0.0%	0
No Opinion	2.4%	1
Please provide details (optional)		2

I think Steve is doing an excellent job.

Please rate your opinion of the VCDC Board of Directors?

Answer Options	Response Percent	Response Count
Favorable	53.7%	22
Neutral	36.6%	15
Unfavorable	2.4%	1
No Opinion	7.3%	3
Please provide details (optional)		1

Please provide any additional feedback you wish to share that you feel was not covered adequately in this survey.

I believe we are headed in the right direction with good leadership and staff. I don't believe the Equalizer publishes the Chamber Chat. Vermillion is on the roadmap to success.
 If we could land one or two new major businesses, our standing in the state would be great. It is good to learn that you are initiating this planning process for the VCDC.
 It is always good to pause and reflect on what the organization is doing to be sure the right path is being followed.
 Good luck as you continue. Roger
 Promote shopping local to USD faculty -- so much of their money goes out of town.
 New member. Not yet acquainted with all that is available.
 Economic growth is the most important

Thank you to all of the VCDC Members who responded to the VCDC Planning Survey last fall.

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



BUSINESS AFTER HOURS

Heartland Home Care Hosts 'Business After Hours'

Business After Hours was hosted by Heartland Home Care on Jan. 18th. The appetizers and hot beverages that Jen and her staff prepared were enjoyed by everyone. It was a great opportunity to find out what Heartland Home Care has to offer, make new contacts and to socialize. Lori Kenton was the lucky door prize winner! Thanks to all of you who attended.

Great Plains Therapy, 1407 East Cherry Street, will host Business After Hours on Tues., May 10th from 5:00 to 7:00 pm. Please join us!

Thank you to all of the area businesses and organizations that hosted Business After Hours in 2010:

- Raziel's Est.*
- The Roadhouse*
- CorInsurance*
- CorTrust Bank*
- PrintSource*
- USD Muenster University Center*
- Vermillion Farmers Market*
- Valiant Vineyards/Buffalo Run Resort*
- Security National Bank of SD*
- Clay Union Electric Cooperative*
- Sanford Vermillion*
- SESDAC*

Business After Hours is a great time to understand what the host business has to offer, network with your peers, meet new contacts and socialize. These events generally run from 5:00 to 7:00 pm on a weeknight and the hosting business provides hors d'oeuvres and refreshments. If you would like to sign up to host a Business After Hours please contact Ann at annb@vermillionchamber.com or at 624-5571.



Guests of Heartland Home Care Business After Hours

Standing Room Only at the Vermillion Cracker Barrels

Vermillion area community members packed the room to ask questions and listen to our State Legislators, State Senator Eldon Nygaard, State House Representative Tom Jones, and State House Representative Jamie Boomgarden. The biggest issue was the budget deficit South Dakota faced and the Governors proposed 10% cut to education and medicaid. Cracker Barrels were held Jan. 29th and Feb. 12th at the VCDC Office, and March 26th at the Vermillion Fire Hall Station. Ted Muenster and Steve Howe were the moderators. The sponsors were the VFW Auxiliary, Clay County Democrats, Clay County Republicans, and the VCDC Legislative Affairs Committee.



Capacity crowd filled the chairs at the VCDC conference room.

David Owen Returns to Rotary Club Meeting

The SD Chamber of Commerce President, David Owen, talked to the Vermillion Rotary Club members on March 22nd. David's main topic was a recap of the 2011 SD Legislative Session. David also spoke at the Rotary Club on Dec. 21st about the Pre-Legislative Session issues. David appeared on behalf of the VCDC Legislative Affairs Committee.



MEMBER NEWS

St. Agnes Elementary is now the proud owner of a new SMART Board interactive whiteboard, thanks to a Smiles For Education competition sponsored by the **Vermillion Hy-Vee**.

More than 200 schools throughout the Midwest received the innovative technology tools in 2010 through Hy-Vee's SMART Points promotion, which ran from Sept. 1 through Nov. 30. During the promotional period, shoppers who purchased Procter & Gamble and Sara Lee products at Hy-Vee earned points that could be designated to the schools of their choice. St. Agnes achieved the highest average points score in its region to earn the \$1,500 SMART Board. In addition, a St. Agnes parishioner won a MacBook computer for collecting the most amount of smart points on their behalf.

Steve Parker, director of the Vermillion Hy-Vee, and other Hy-Vee officials visited St. Agnes on Tues., Jan. 25th, 2011 to present the SMART Board and MacBook. "When schools and businesses are able to work together to provide learning opportunities for students, everyone in the community wins," Parker said. "We want to thank two of our great supplier partners, Procter & Gamble and Sara Lee, and all our customers for making this donation possible".

Hy-Vee's Smiles For Education program, launched in 2005 as part of the company's 75th anniversary celebration, has proven to be one of Hy-Vee's most popular community outreach efforts. Now in its sixth year, the program has awarded more than \$3 million worth of SMART Boards, computers and cash prizes to hundreds of schools throughout Hy-Vee's eight-state operating area.

The SMART Board interactive whiteboard functions as an oversized touch sensitive computer display. Using a special pen, a finger or virtually any object, users can control computer applications, write notes, pull up charts and images, erase or rearrange objects on screen, search the Internet, play videos and save work. The board comes with special SMART Notebook software that enables users to create customized lessons, presentations and learning activities and save them for future use.



HyVee St. Agnes Presentation

New 2 You, 2719 SD Hwy 50, is taking nice, used clothes, household articles, toys, and furniture and giving 50% of the selling price to **Sharing the Dream** in Guatemala. This is a great way to help out Sharing the Dream and clean your closets and drawers. They will take articles on Wednesdays from 10:00 am to 4:30 pm and Saturdays from 9:00 am to 3:00 pm. Just tell them you want it on the Sharing the Dream consignment. You can also drop off small articles at the Sharing the Dream store, 10 W Main St., and they will take it to New 2 You. For more information on how your organization can set up a fundraising consignment account at New 2 You, please call 624-0062.

NEW MEMBER SPOTLIGHT

Please help us welcome our newest VCDC Members!

Coyoteopoly

<http://www.coyoteopoly.com>

Coyoteopoly is a non-profit company operated by students of the Beacom School of Business at the University of South Dakota. Every fall the company takes part in a food drive for the Vermillion Food Pantry, and every spring the students take on a unique project to help serve the community of Vermillion. It is a goal of the company to serve as both an opportunity for students to learn business and for the community to thrive.

INDIVIDUAL

MEMBERSHIPS INCLUDE:

Mike & Paula Keller
Mike & Julia Chaney

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 us at 624-5571 or by email at annb@vermillionchamber.com



2011 VCDC Annual Golf Social

The 2011 VCDC Annual Golf Social is an opportunity for our members to get to know each other, a chance for us to appreciate and interact with our members in person, and a fundraising opportunity to help support the overall efforts of the Vermillion Area Chamber and Development Company.

There are many ways for you to participate in this great event as a VCDC member.

You can play 18 holes of golf, promote your business by being a hole sponsor, contribute by donating a pin prize or door prize, and enjoy dinner and network with your peers.

Please contact Ann at the VCDC office for more information at 624-5571.

- **Who:** You, your co-workers, your friends, and your family
- **What:** 4-Person Best Ball Scramble Golf Tournament
- **When:** Tuesday, June 28th
- Sign in begins at **11:45 am** at the Bluffs Club House
- **Team pictures** will be taken between 11:45 am—12:45 pm
- Shot Gun Start **1:00 pm** - Open Format
- A **buffet dinner** will be served at **6:00 pm**. Prizes and awards will follow

\$250 per team—includes golf, dinner and team photos
\$250 to sponsor a hole

2011 VCDC Annual Golf Social



Tuesday, June 28th

The Bluffs Golf Course
Vermillion, South Dakota

18 Hole, 4 Person Scramble

Registration and Team Photos
11:45 to 12:45 p.m.

Shotgun Start - 1:00 p.m.
Dinner and Social - 6:00 p.m.



AMBASSADORS REPORT

By Jon Calahan

The Ambassadors January meeting was held at Masaba. After our meeting we were given a grand tour of their offices and manufacturing plant. We all left with a much better understanding of what Masaba is all about. Thank you, Masaba. The Ambassadors attended Business After Hours, hosted by Heartland Home Care, on January 18th. We learned more about all of the services they provide in the Vermillion Area. WalMart's 5th Anniversary Celebration was on January 27th and the Ambassadors were there to help them celebrate. The Ambassadors also attended the USD Wellness Center's Grand Opening and Ribbon Cutting on February 1st. Vermillion is very lucky to have such an impressive facility. On February 9th, Ambassador Alan Fritch joined several High School students and VCDC staff on the bus trip to Pierre for USD/Vermillion Day at the Capitol. The day was filled with State Department meetings and sitting in on the Legislative Sessions. We also met with Governor Daugaard and had our picture taken with him. The Ambassadors also helped out at the VCDC Annual Banquet on February 25th. There was a great crowd at the MUC Ballroom to enjoy the great food, music, speaker and awards program – congratulations to all of the winners. The March Ambassador meeting was held at Leo's Sports Bar & Grille. The Ambassadors welcomed Larry Brady to the Ambassador committee. On March 29th the Ambassadors attended the Grand Opening and Ribbon Cutting at the USD Academic Commons in the I.D. Weeks Library Building.

If you would like to be a part of this self-rewarding Ambassador group, please contact Ann at the VCDC for more information.



Ambassadors left to right: Seated: Jon Callahan, Sandy Brown, Sheila Prosser -Chairperson, Adrienne Lewis, Standing: Alan Fritch, Anthony Edelen, Kimberley Andres, Sherry Stockwell, Pat Goebel, Keith Brooks
Not pictured: Candy Lubben, Donna Shafer, Larry Brady and Leota Conroy

Reasons to Shop Local!

By Barbara Wold

1. Shopping local creates jobs. Shops in your town create local employment and self-employment. These people in turn spend in the local economy.
2. Local businesses invest in your community. Local businesses support local charities, schools, and community events. Supporting local shops means a financial contribution to your community.
3. Local businesses sell great products at affordable prices. Get in the habit of shopping locally. You will be surprised by the range of products available.
4. Shopping locally saves you time and money. You travel less, saving on time and fuel.
5. Shopping locally retains your communities. Your money stays in the community.
6. Shopping locally retains your distinctiveness. Local businesses create distinctive shopping experiences and stock different products. Local businesses respond more quickly to the needs of local customers, stocking products to meet changing population needs.
7. Local shops are for everyone. Most people can get to their local shops easily. This is especially important for the elderly and young people.
8. Local shops value you more. Evidence from numerous surveys show people receive better customer care and service locally. These businesses survive by their reputation and repeat business, which means you get a higher standard of service.
9. Shopping local saves services. Private and public sector services cluster around shops. As shops disappear so do hair-dressers, banks, restaurants and other businesses.

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.



MEMBER NEWS

On Jan. 27th, 2011, the **Vermillion WalMart Supercenter** celebrated their 5th anniversary with festivities starting at 8:00 am. Store Manager Keith Pearson welcomed everyone, introduced the management team, and presented donation checks to the Welcome Table, Vermillion Community Food Pantry, Vermillion Public Library, Vermillion Fire Department and the Domestic Violence Safe Options Service. Since opening, WalMart has donated to over 70 Vermillion area organizations. Mayor Jack Powell and VCDC Executive Director Steve Howe were guest speakers. Cake, refreshments, and door prizes were given out throughout the day.

The 155,000 square foot WalMart Supercenter opened its doors on Jan. 27th, 2006, creating 250 new jobs for the Vermillion area.



Walmart staff and recipients of the 2011 WalMart donations

The **USD Wellness Center** grand opening and ribbon cutting was Feb. 1st, 2011. Congratulations to USD on the completion of this great addition to the USD campus and the Vermillion area community!

Congratulations to **Mike Carlson**, City Finance Officer, on receiving the Certificate of Achievement for Excellence in Financial Reporting to the City of Vermillion from the Government Finance Officer Association of the United States and Canada. The Certificate of Achievement is the highest form of recognition in the area of governmental accounting and financial reporting. This is the fifteenth year Mike has received this Certificate of Achievement.

Coyote Village, a 195,000-square foot student housing facility on The University of South Dakota campus, became the first residence hall in the state to be gold certified in Leadership Energy and Environmental Design from the United States Green Building Council. This award demonstrates USD's commitment to energy and resource savings.

Congratulations to the **Vermillion High School Debate Team** for winning the State Class "A" Debate Championship!

The **University of South Dakota's Sanford School of Medicine** was named one of the top 10 medical schools in the country for its rural medicine program by the U.S. News and World Report. The magazine's "America's Best Graduate Schools 2012" guide ranks USD's medical school eighth overall!

Valiant Vineyards will be a wine supplier for Sam's Club. Owners Sherry and Eldon Nygaard will have two Valiant Vineyards wines, The Full Throttle and their official Sturgis label wine, available for sale at the new Rapid City Sam's Club store. With the opportunity to sell in Sam's Club in the Midwest, they hope it will draw more attention to South Dakota and the winery. The Nygaards also own Stone Faces Winery in Hill City, SD.

The South Dakota Department of Labor (DOL) has awarded \$100,000 to **Regional Technical Education Center (RTEC)** in Yankton as part of a green jobs training grant. The purpose of the grant is to teach workers the skills required in emerging energy efficiency and renewable energy industries. The green jobs training grant will increase the opportunities for unemployed and dislocated workers to move into high-wage and high-growth occupations.

USD Scholarship Recognition Days

Students who were selected to receive 2011-12 USD scholarships were on campus Sat. & Sun., Feb. 26 & 27 for a tour, program and information sessions. VCDC staff gave information sessions to the students and parents on "what Vermillion has to offer outside of campus". Welcome packets were given to the students that included the VCDC Visitor Guide, Vermillion map, and brochures, flyers and menus from the area businesses. Other information sessions for the students included Financial Aid, Honors Program, Registration and Study Abroad.

Did you know...

VCDC Members may have their company or business promoted in the VCDC lobby area. This service is free to members and provides exposure to hundreds annually. Just drop your flyers or brochures off at the VCDC office at 116 Market St., Ste 103.



VCDC ANNUAL MEETING & BANQUET 'BRING POSITIVE CHANGE TO RURAL AMERICA'

Mike Knutson, keynote speaker at the VCDC Annual Meeting and Banquet on Feb. 25th, is well-known for sharing information to bring positive change to rural America through his blog entitled ReImagineRural.com. "Challenging the community to spend just 10 percent more locally could have a substantial positive economic impact," Knutson said in his powerful speech.

The banquet was held at the grand Muenster University Center Ballroom on USD campus. The valet parking and coat check was provided by the USD ROTC students. The beautiful music during the social hour was provided by USD students Adrian Ptacek (violin) and Stephanie Shin (piano). Dr. Al Pravecek, VCDC Board member, was the distinguished Master of Ceremonies for the evening. The invocation was given by Pastor Devon Davoux. The wonderful dinner was catered by Aramark. Award presenters during the evening included Dan Kenton – VCDC Board President, Paul Preister – VCDC Board Vice President, Alan Fritch – VCDC Board Member, Mayor Jack Powell – VCDC Board Member, Deb Christensen – United Way Board President, and John Prescott – VCDC Board Treasurer.



Farron Pratt, Board Member shakes hands with current VCDC President, Dan Kenton



Paul Preister handing the Brick Award to Tom Taylor, Owner of Fireworks Unlimited



Paul Preister with Jerad Higman, Red Steakhouse Owner and Brick Award recipient

Congratulations to this years well deserving award winners:

- Outgoing VCDC Board Member: Farron Pratt
- VCDC Brick Award: Fireworks Unlimited – Tom Taylor, RED Steakhouse - Jerad Higman, USD Coyote Village – James Abbott
- Family Business of the Year: Jones Food Center – Gregg & Nikki Peters
- Mayor's Community Service Award: Larry Brady
- United Way Volunteer of the Year Award: Hazen Bye
- VCDC Community Leader Award: Art Mabry
- VCDC Gold Level Investors: Bank of the West – Paul Preister, City of Vermillion – Mayor Jack Powell, CorTrust Bank – Alan Fritch, First Bank & Trust – Tom Schaack, First Dakota National Bank – Farron Pratt, Hy-Vee – Steve Parker, MidAmerican Energy, Polaris – Paul Eickhoff, Sanford Vermillion – Tim Tracy, The University of South Dakota – James Abbott, WalMart – Keith Pearson

Thank You

A huge thank you goes out to the VCDC Special Events Committee – Jen Hovland (chairperson), Laurie Siegel, Barb Martin and Kimberley Andres, and the VCDC Ambassadors – Sheila Prosser (chairperson), Candy Lubben, Sandy Brown, Sherry Stockwell, Pat Goebel, and Anthony Edelen for all of their hard work and support!



Family Business of the Year Jones' Food Center - Peters family



Mike Knutson, keynote speaker and VCDC Director Steve Howe



Master of Ceremonies Dr. Al Pravecek, VCDC Board Member



Larry Brady - Mayors Service Award Recipient and Mayor Jack Powell



VCDC Treasurer John Prescott and Art Mabry - Community Leader Award Recipient



Entertainment provided by USD students Adrian Ptacek (violin) and Stephanie Shin (piano)



Banquet participants young and old gathering at the University Ballroom facility



Many Vermillion business people gathered at the banquet to enjoy food and fellowship