

# The Chamber View

February 2014  
Newsletter

## Mitchell Community Job Fair

Thursday, February 27, 2014  
4:30 - 7:00 pm  
MTI Trades Center

Details Inside

Chamber/Development  
Annual Banquet Award  
Winners Announced

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*The ChamberView Newsletter is published the first Monday of each month. This publication is done as a partnership between the Mitchell Area Chamber of Commerce and The Daily Republic. This publication is distributed to 12,500 Households/30,000 readers in Mitchell and the surrounding area. If you are a Chamber member and your business is interested in advertising in this publication, please contact The Daily Republic at 605.996.5514.*

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## Welcome New Members

The Pin Cushion	Arnie's First & Foster
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605.996.0947	605.990.2764
www.thepincushionquiltshop.com	Sioux Marble
Club Vega	725 N. Splitrock Blvd, Brandon
144 S. Main St., Kimball, SD 57355	605-582-6464
605.778.9229	www.siouxmarble.com
Health Boot Camp – Pat Skinner	Jimmy John's
Mitchell	1610 S. Burr, Mitchell
605.996.3731	605-990-5646
www.thehealthbootcamp.com	www.jimmyjohns.com
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100 S. Main St., Mitchell	301 S. Ohlman St., Ste #1, Mitchell
605.996.4595	605-996-4431
Pizza line: 605.996.4596	www.dakotalandfcu.com
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## January Coffee Days Sponsors

The Mitchell Chamber Ag-Business Committee would like to thank the following sponsors for their support to Coffee Days at Mitchell Livestock Auction in January. Coffee Days provides free coffee and cookies to all the area farmers and cattle buyers in attendance at the Thursday sales.

Davison County Implement  
Farm Credit Services of America • NorthWestern Energy  
CorTrust Bank • Central Electric Cooperative

### MITCHELL CONVENTION & VISITORS BUREAU ADVISORY BOARD

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Vice Chair Becky Millan – Morgan Theeler LLP  
Rebecca Knox – Ramada Inn & Suites  
Pam Range – Carnegie Resource Center  
Tyler Graham – Graham's Interstate Mobil  
Scott Morgan – Blarney's Sports Bar & Grill  
Becky Millan – Morgan Theeler LLP  
Mark Schilling – Mayoral Appointee,  
Corn Palace  
Misty Zilla – Bean Box Espresso  
Jen Johnston – Cabelas  
Sean Moen – OverTime Sports Bar &  
Steakhouse

#### EX-OFFICIO

Susan Tjarks – City Council  
Gwenda Koch – Chamber President

### MANAGEMENT & STAFF

Bryan Hisel –  
Executive Director  
Sonya Moller –  
Chamber Director  
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Director of Finance & Administration  
Rebecca Zabel –  
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Katie Knutson –  
Marketing Coordinator  
Dale Odegaard –  
Director of Chamber Enterprise  
Barb Odegaard –  
Gift Shop Marketing Manager  
Troy Magnuson – Gift Shop Manager

#### CHAMBER MISSION STATEMENT:

*Provide leadership to unify community action that enhances the business environment and the quality of life in the Mitchell area.*



## Member Moments

The Chamber would like to announce a new section in our Monday Memo! We started a "Member Moments" section that will allow us to highlight special accomplishments, anniversaries, highlights and general good news of our member businesses.

If your business has exciting news to share, we want to know! Just visit our website <http://www.mitchellchamber.com/pages/MemberMomentSubmission/> and fill out the form for a Member Moment. Member

Moments that meet the guidelines will be published in the order they are submitted, in our weekly Monday Memo newsletter. One per week, as submitted; two per year per business.

To qualify for Member Moments, your business must be a Chamber Member in good standing and must meet one of the following categories:

1) Your business was awarded a regional, state, or national award or recognition.

2) Your business has reached a milestone (10 years, 25 years, etc.).

3) Your business is/has expanded.

4) Your business has notable news to share with the Mitchell Community.

All Member Moments will be available on our website for 90 days from their publication in the Monday Memo. You can find the full articles here: <http://business.mitchellchamber.com/news/>

## Thank you for your Investment in the Mitchell Area Chamber of Commerce!

The following businesses have renewed their membership.\*

Aflac Independent Sales  
– Eric Palmer  
American Garage Door Co.  
Artwest Creative Services  
Century 21  
– Ellie Everson  
Dakota Wellness  
Firesteel Healthcare Center  
Jamison A. Rounds, Murphy  
Business Dakota Lakes  
Mary Kay Cosmetics  
– Jacque Schumacher  
Newton Manufacturing Co.  
Northridge Baptist Church  
Porter Distributing

Pro Cellular Wireless  
Communications  
United Blood Services  
Weber Cleaning

\*Paid as of  
December 18, 2013-  
January 15, 2014

## Take Action in 2014

Did you set New Year Resolutions this year? How are they coming? Did you set any for your business? Resolutions can also be a great tool for your business! Take a few minutes today and consider how a Chamber membership can help you achieve your goals in 2014. Here are a few thoughts on goals you can set in relation to the Chamber:

- Distribute the Monday Memo to all employees of your business (they are all members!)
- Attend at least one Chamber event this year that you haven't been to in the past.
- Encourage your employees (including yourself) to attend one of the many networking events we host throughout the year - monthly Network Lunches, Networking After Hours events, Chamber Mix & Mingles, the Annual Banquet, etc.
- Promote your business by being a sponsor of one of the Chamber events - let the community know who you are and what your business can do for them!

Through the many networking, sponsorship, and training opportunities the Chamber provides you, with your active participation in the Chamber we hope 2014 holds great things for your business.



## Chamber/MADC Annual Recognition Banquet

The Mitchell Area Chamber of Commerce and Mitchell Area Development Corporation held their Annual Recognition & Awards Banquet on Friday, January 24 at the Highland Conference Center with nearly 400 people attending. The evening was in part the celebration of the organizations members as well as a night of recognition of those who have made a difference in Mitchell's success. Governor Dugaard shared his State-of-the-State address with those in attendance.

Thank you to the following Chamber Member Businesses for sponsoring the banquet!

Iverson Chrysler Center  
First Dakota National Bank  
POET Biorefining  
Trail King Industries  
Cabela's  
The Highland Conference Center

Missed the Banquet? Visit [www.mitchellchamber.com](http://www.mitchellchamber.com) for the Pheasant Dynasty Video.

## Chamber Volunteer of the Year



Mitchell Area Chamber of Commerce Volunteer of the Year Award recognizes an individual who has demonstrated enthusiasm, dedication and leadership to advance the mission of the Chamber through committee work. Making Chamber sponsored events possible, while setting an example for future Chamber volunteers. Dolores Eichman was this year's recipient.

Dolores has been with the Chamber for over 20 years and has made an impact on welcoming new community members.

**Dolores Eichman**

## Community Service Award Winner



**Dr. David Mitchell**

This year's Community Service Award winner is Dr. David Mitchell.

The Community Service Award is a tribute to the fact that one person can still make a difference. It is an award that recognizes that there are very few things that are as valuable to the future of a community as a single person volunteering their time and resources.

Since 1956, the Mitchell Area Chamber of Commerce has presented the Community Service Award to an individual for their significant contributions and service to the Mitchell Community.

It is, quite simply said, the highest recognition that the Chamber of Commerce can bestow upon an individual for a life committed to making a difference. In a time in which all of us live in a vast global economy, and where cynicism passes as maturity, it is not the critic or the cynic that we recognize. It is more important than ever that we tell the next generation that each person still counts and that it is the individual and their personal efforts and service that has built the past and will build the future of Mitchell, SD.

This year's Community Service recognition goes to an active leader in local political, community and church activities. Peace and justice issues have been his passion and even the most conservative in this crowd have to respect the fact that he has diligently worked to keep the two party system alive in our county.

A liberal easterner with Ivy League degrees in both mechanical and industrial engineering, he began his career as a systems analyst with Procter and Gamble. So, what turned him "mid-west nice"? Maybe it was his Master of Divinity studies or maybe he just found "home" in Mitchell and at Dakota Wesleyan.

A generous community member, it is nearly impossible to chronicle his modest giving where ever he sees need. When the State Theatre burned, he stepped up to help give ACT a new home; DWU has benefitted from numerous gifts when in need; Meals on Wheels continue to be delivered thanks to him; every week hundreds of the less fortunate enjoy all of the benefits of the Love Feast—the result of his and his beloved Ann's efforts' and kids all over the area enjoy reading as a result of his tribute to Ann's tenure as a Children's Literature professor and advocate.

Widely respected for his opinion he has served on every planning committee for both Mitchell and DWU. Yes, you guessed it—this year we are recognizing and honoring Dave Mitchell. Dr. Mitchell, Professor of Business Administration and Economics has influenced many business owners and workers who sat in his classes at DWU. For years his students worked with local businesses on Senior Projects that provided valuable, yet free, consultation. And, it would be interesting to try to measure the impact his ethics courses have had on our business and larger community over the past 40 plus years. Our quality of life and best business practices are better because Dave decided to "come west".

Congratulations  
Dr. Dave Mitchell



and show sponsor



Present...

# Steel Magnolias

February 28, March 1, 2  
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## A "BIG" thank you to our Chamber Businesses



Steamway Cleaning & Restoration  
 County Fair Food Stores  
 BankWest  
 Mitchell Telecom  
 Del Schuh's BH Pro Painting, Inc.  
 Midcontinent Communications  
 Logan Luxury Theatres  
 Home Federal Bank  
 Klock Werks / Helping with Horsepower  
 Becky Moore - State Farm Insurance  
 Graham Oil / Jimmy John's  
 Pheasants Forever - Mitchell Chapter 872  
 Cornerstones Career Learning Center  
 Parkston Area Development  
 Central Electric Cooperative  
 A & B Business Products  
 Schmucker, Paul, Nohr & Associates  
 Patzer Woodworking Inc.  
 Corn Palace / City of Mitchell  
 Fulton State Bank  
 Whiskey Creek Wood Fire Grill  
 Dakota Heartland Development Association  
 Abbott House  
 Corn Palace Gift Shop



The Chamber would like to thank the following businesses for decorating tables at the Annual Banquet. Your generosity makes the evening a huge success.

Highland Conference Center  
 Firesteel Healthcare  
 First Dakota National Bank  
 Cabela's  
 Dakota Discovery Museum  
 Trail King Industries  
 Anytime Fitness  
 NorthWestern Energy  
 Muth Electric Inc.  
 Deadwood Mike's  
 Coca Cola  
 Hart Family Dental  
 Get Pinned Boutique  
 Blarney's Sports Bar  
 Wells Fargo  
 Mitchell Area Safehouse  
 First National Bank South Dakota  
 Iverson Chrysler Center  
 Sanford Health Mitchell  
 Avera Queen of Peace  
 Make-It-Mine Designs  
 Dakota Wesleyan University  
 CorTrust Bank  
 Mitchell Technical Institute

## Family Business of the Year Award goes to... *Montgomery's Furniture*



Family businesses have long been the cornerstone of the U.S. economy - comprising the lion's share of business enterprise in the United States. Here in the Midwest, these companies range from printers and engineering firms to clothing stores to large retail outlets "The survival of family businesses is critical to society and economic development - they contribute 64% of the U.S. GDP and employ 62% of the U.S. workforce.

Great family businesses share certain traits: loyalty among the team, an emphasis on trust and values, a workplace culture that celebrates opportunities, transparency and the opinions of all valued. Those that pass successfully from one generation to the next have a sense of cohesion because, deep down, family members really do care about each other and they can get through the hard times. They've found ways to manage conflict - not always resolve it, but manage it. They've also figured out ways to make decisions when there are differences of opinion.

The recipient of this year's award will go on to compete with other local award winners for the Vicki Clarke Prairie Family Business of the Year award, which will be presented at the annual Family Business Conference on April 11th in Sioux Falls. Tonight's recipient will also receive a complimentary registration for the annual conference, a \$500 value.

Montgomery's Furniture has achieved no small feat, in terms of both familial and professional accomplishments. The roots of the family business go back as far as 125 years, when G.H. Montgomery moved from Vermont to the developing state of South Dakota. It was in 1888 that Montgomery's Furniture opened, and over the last 125 years there have been four generations of

family members promising quality, service, and value to the community.

Throughout the years the store has added locations, serving the areas of Alexandria, Mitchell, Howard, Arlington, Madison, and Sioux Falls. They have seen their ups and downs and experienced significant upheavals, especially in 1964 when their main store burned to the ground. No matter what was going on in the business, though, the family stuck together and have flourished for well over a century by upholding steadfast values within the business and maintaining respect for each other. Third generation owner Jim Loomer stated, "... you must take wonderful care of your customers and employees. Without them you will go out of business."

Today Montgomery's Furniture is owned and operated by Jim Loomer and his son, fourth generation, Todd Loomer, with store locations in Alexandria and Mitchell. Jim and Todd are both very active in the community, serving on multiple boards and committees. Jim has been on the Board of Trustees of the Dakota Wesleyan University, the Methodist Hospital, Avera Queen of Peace, and the Methodist Conference board. He has also spent 60 years as a Mason and a Shriner. Todd is an active member of the Rotary and Mitchell JCs, as well as on the Methodist Conference Board and a Mason and Shriner, like his father. Montgomery's has contributed to the United Way Fund, Abbott House, SafeHouse, The Salvation Army, Dakota Wesleyan, Pheasants Forever, and LifeQuest, just to name a few of their many philanthropic donations.

"The responsibility to succeed in the business is yours and it is done by work and looking ahead to improve business," Jim stated. Jim's hard work, along with his son's and 2 generations before him, have enabled Montgomery's Furniture to offer quality service with integrity for over 125 years. It is with honor that we, along with CorTrust, the award sponsor, recognize and honor of this family with the 2014 Excellence in Family Business Award.

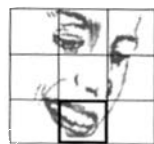
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## Member Information Center

As a member of the Mitchell Area Chamber of Commerce, you also have exclusive access to specialized tools to promote your organization via the online Member Information Center. You can login by going to [www.chamberlogin.com](http://www.chamberlogin.com) and entering your username and password. Don't know your username and password, just call the Chamber at 996.5567 and we can help you!

Through the Member Information Center you can take advantage of excellent opportunities for your business to network with other businesses and attract new customers. You can access all of the following benefits through your own Member Information Center and update your business information as well!

Login today to update your information and start using these new features!

- Membership listing - update your listing to ensure everyone has access to complete, up-to-date information. Important: Completing your profile is critical to gaining increased visibility and exposure!
- Deals - offer coupons and special deals; fellow members may well be your best customers.
- Job postings - submit your own job openings.
- Advertise events - add your events to our online event calendar displayed with quick links; use these links to share in your social media, text to mobile devices, add to your calendar, or email to others.

- Network with other members - check out other member listings, jobs, deals.

The screenshot shows the user interface of the Mitchell Area Chamber of Commerce Member Information Center. At the top, there is a search bar and a user profile section indicating the user is logged in as Sonya Holler. Below this is a navigation menu with icons for Home, Directory, Events, Resources, Settings, and Community. A 'Shortcuts' sidebar on the left lists Hot Deals, News, Jobs, and MarketSpace. The main content area features a 'Welcome Message' with a 'Read Later' button, an 'Upcoming Events' section for January 2014 highlighting the 'MADC/Chamber Annual Banquet', and a 'Member Profile' section showing a 90% completion rate for the company profile. At the bottom, there are options to post text, links, photos, or videos.

## What is an "eReferral"?

At the Chamber, we often receive calls from people wondering what a good place to eat would be, where they can get new tires, what dentist should they go to, and much more! When that happens, we refer them out to any of our Chamber members that fit the bill. When we do that, we will now be sending out eReferrals to the primary contact of your business. The eReferral will simply be an email from a Chamber staff member, notifying you that your business has been referred and you have a potential customer!

## Previous Community Service Award Winners

1956 LEON PORTER	1985 DON REYMOND
1957 HARVARD NOBLE	1986 HOYT J. GRANTE
1958 FRED SCALLIN	1987 LOU SEBERT
1959 FRANK WINNER	1988 DEAN DESCHEPPER
1960 GEORGE TOFT	1989 MAYOR L.B. WILLIAMS
1961 STEVE PTAK	1990 MOE SHEVLIN
1962 LEO ROZUM	1991 LYLE SWENSON
1963 H.R. KIBBEE, JR.	1992 RICHARD GREENLEE
1964 RAY EPEL	1993 AUDREY KINSELLA
1965 E.M. BRADY	1994 LANCE CARSON
1966 C.W. KILNGAMAN	1995 VICKI CLARKE
1967 RICHARD ELLWEIN	1996 MARTY CUNNINGHAM
1968 DR. JACK J. EARLY	1997 JIM HOPKINS
1969 ROGER BALDWIN	1998 GORDON THOMSEN
1970 CHARLES N. ROZUM	1999 GEORGE SHANNARD
1971 ROBERT "HOOT" GIBSON	2000 ALMA LOGHRY
1972 HARRY GOLDBLATT	2001 MAUDE "TANTA" OSTERHAUS
1973 DONALD CULHANE	2002 JOHN CLARKE
1974 BLAIR KELSEY	2003 DR. ROBERT E. MCWHIRTER
1975 JAMES BAUER	2004 LLOYD & DARLENE LUEKEN
1976 DR. F. WAYNE UNZICKER	2005 HARVE JOHNSTON
1977 BOYD KNOX	2006 MARK BUCHE
1978 TED O. ANDERSON	2007 JACK & NANCY THEELER
1979 ART REW	2008 TOM DICE
1980 DAN KOUPAL	2009 DON DAILEY
1981 RON JENKINS	2010 CHRIS PAUSTIAN
1982 HENRIETTA DRAISEY	2011 TIM "SMITH" GRIVNA
1983 ELAINE BOCK	2012 TERRY SABERS
1984 TONY SIELER	

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## 2014 Cracker Barrel



The Mitchell Area Chamber of Commerce Governmental Affairs Committee held its first Cracker Barrel session on January 25th.

Senator Mike Vehle and Representatives Lance Carson and Tona Rozum updated attendees on the current legislative session and were open for questions from the public. There will be a second Cracker Barrel on Saturday, February 22, beginning at 10:00am and will also be held at the Mitchell Technical Institute Amphitheater.

## Upcoming Network Event



Check out these events for your chance to meet other young people in the area and make connections!

Networking Lunch (tentative)  
Tuesday, February 11th  
Ramada Inn, Oleander Room  
12:00pm-1:00pm

Mayor Ken Tracy will share with us the State of the City. What are they working on, what is getting completed, and what do they hope to accomplish for the future?

Please register by emailing [rebecca@mitchellchamber.com](mailto:rebecca@mitchellchamber.com).

Lunch is on your own; there will be a limited menu available.

Networking After Hours –  
Community Involvement  
Thursday, February 6th  
Blarney's • 5:00pm-7pm  
Appetizers will be provided.

Check out the many different opportunities available for

you to volunteer and work with community organizations while having a drink or two and networking with other professionals in Mitchell. There will be representatives from nearly 15 community organizations – and the more you network with them, the better your chances will be to win a \$50 gift card to Blarney's!

Business leaders – if you want your employees to stick around, one of the best things to do is get them involved in their community! This is your chance to encourage your employees to attend the Networking After Hours and meet up with other local professionals as well as discover some community organizations to get involved with.

Check out the Chamber website to stay up to date with all the Chamber events – [www.mitchellchamber.com](http://www.mitchellchamber.com).

## Networking Lunch – Balance Your Life

Anne Kelly, Professor of Psychology at DWU; Mark Puetz, Project Coordinator, Sales & Marketing at Puetz Corporation; and Jesse Weins, Assistant Professor of Criminal Justice at DWU shared their perspectives and experiences on maintaining a work/life balance with those attending the Networking Lunch. A main theme from all speakers was that balancing your work and your personal life is an on-going process in which a person must always keep in mind what their priorities are and make sure the time spent on activities matches those priorities.



## Business data needs around-the-clock protection.

→ 50% of targeted attacks are aimed at small businesses which then infect larger businesses.\*



Managed Firewalls and Routers are your best defense against data theft. The right equipment, in combination with our 24/7 security experts monitoring and managing updates secures your clients' sensitive information and protects your valuable company data. Protect your network against threats with SDN's Managed Firewall and Router services.

## Pheasant Habitat Work Group Members

Gov. Dennis Daugaard has announced the members of a work group tasked with examining strategies for developing pheasant habitat in South Dakota. The pheasant habitat work group continues the efforts Gov. Daugaard began in December with the first ever Governor's Pheasant Habitat Summit in Huron.

"Pheasant habitat and agriculture enjoy a symbiotic relationship in South Dakota," Gov. Daugaard said. "The work group will look for practical ways we can solidify our status as the world's greatest pheasant hunting destination while supporting agriculture - our number one industry."

The thirteen pheasant habitat work group members are:

- Pam Roberts, Pierre (Chair) - retired Secretary of SD Department of Labor and Regulation
- Barry Dunn, Brookings - dean, College of Agriculture and Biological Sciences at South Dakota State University
- Tim Kessler, Aberdeen - Pheasants Forever Board of Directors, former Game, Fish and Parks (GFP) Commission chair
- Mary Duvall, Pierre - District 24 state representative
- Jason Frerichs, Wilmot - farmer, Senate Minority Leader, District 1 state senator
- John Cooper, Pierre - GFP commissioner, former GFP Secretary
- Steve Halverson, Kennebec - farmer, owner of Halverson Hunts
- Jan Nicolay, Chester - former state representative, conservation advocate
- Jeff Zimprich, Huron - USDA-NRCS state director
- Doug Deiter, Faulkton - farmer
- Jeff Vonk, Pierre - GFP Secretary
- Lucas Lentsch, Pierre - SD Secretary of Agriculture
- Nathan Sanderson, Pierre - Governor's policy advisor for agriculture and GFP

The pheasant habitat work group will develop recommendations to the Governor that focus on practical solutions for maintaining and improving pheasant habitat. The work group will meet periodically through June, with a final report completed in late summer 2014.

Members of the public may submit ideas for encouraging pheasant habitat development to [pheasanthabitat@state.sd.us](mailto:pheasanthabitat@state.sd.us), or by telephone at 605.223.7660. All submissions will be considered by the work group. More information can be found at <http://www.gfp.sd.gov/pheasantsummit>.

*From the South Dakota Game, Fish & Parks.*

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## Tourism Excellence Award



*Mitchell Skating and Hockey Association's Twice the Ice Committee*

December 1st, has already made a significant improvement to the available recreational and sports facilities in Mitchell and will significantly increase tourism in the Mitchell area. Along with being the home to the Mitchell Marlins, the second sheet of ice will bring in six additional tournaments, several invitational round-robin games, and Mitchell Blades, a figure skating group. The growth is just beginning.

The third annual Tourism Excellence Award was presented to the Mitchell Skating and Hockey Association's Twice the Ice Committee at the Annual Recognition Banquet on January 24. This group made a significant contribution to the tourism industry in 2013 by leading the effort to secure a second sheet of ice at the Mitchell Activities Center. The 11 person committee worked tirelessly over the past year and a half to meet its goal of raising \$500,000; in the end, they exceeded that goal and raised over \$600,000 for the \$2.8 million project.

The 31,000 square foot sheet of ice, which opened up on

The second sheet of ice has also improved the quality of life in Mitchell by allowing for several open skating times on a weekly basis, providing a fun and safe activity for families.

Twice the ice Committee members include: Doug Beck, Carey Grosdidier, Sheryl Loes, Mike Mohr, Dave Muth, Brian Nash, Steve Rice, Jeff Smith, Lynn Smith, Dave Tronnes Brad Zimmerman

Jill Larson, chairman of the CVB Advisory Board, presented the Twice the Ice Committee with the honor. Previous winners were: Denise Werner with the Mitchell Soccer Association and Klock Werks Kustom Cycles.

## Show Off Your Mitchell!

Are you on Facebook, Instagram, or Twitter? Show off our great city by tagging your photos with #MitchellSD! Whether you're having a romantic dinner for Valentine's Day, enjoying your favorite winter activities, cheering on the Mitchell Kernels or Wesleyan Tigers, or just out for coffee with friends - if you share it, tag it!



## 2014 Pheasant Fest & Quail Classic Partnership Opportunity

The Mitchell Convention & Visitors Bureau is exhibiting at the National Pheasant Fest & Quail Classic, February 14-16 in Milwaukee, WI. This will be the 31st Annual Pheasant Fest. Mitchell's presence at this show helps position Mitchell as the premier location for pheasant hunting. We want to ensure Mitchell is at the top of the list when it comes to hunters choosing their destination!



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## Need a job....come to Mitchell!

Plan to attend the 1st Mitchell Community Job Fair to be held on Thursday, February 27, 2014.

This event is made possible through a partnership of the Mitchell Area Chamber of Commerce, the Mitchell School District and the SD Department of Labor and Regulation. This event is being hosted at the MTI's new Trades Center located at 1800 East Spruce Street in Mitchell. There is NO COST to have a booth at this event or to attend!

This job fair is exclusive to our area! To register a booth for your business, go to www.

mitchelltech.edu or www.mitchellchamber.com.

With over 1,000 jobs currently available in our area, the demand for skilled employees is high. The goal of the Mitchell Community Job Fair is to inform individuals in Mitchell and the surrounding areas of the job opportunities available.

The Community Job Fair will provide employers a chance to talk with a significant group of qualified job candidates and provide valuable networking experience and potential employment opportunities for individuals.

This is a great time for new Mitchell residents, friends and family wanting to return or veterans looking for employment to check out the opportunities available in our area. Mark your calendar now!!

Mitchell Community Job Fair  
Thursday, February 27th  
MTI Trades Center  
4:30 – 7:00 PM



## Shooting, Hunting and Outdoor Trade Show™ (SHOT Show®) Attendance Soars to New Record

It doesn't take long to see that South Dakota is gun country. Rifles rest on racks in pick-ups; hunters fire at everything from ducks to deer to mountain lions; and state lawmakers last year allowed school districts to arm teachers. It's a state that understands firearms and their place in civilization.

The state is a natural leader when it comes to making guns and ammunition. Toss in a low tax rate and an overall favorable economy, and state development officials are eager to expand South Dakota's firearm employment base.

"The industry fits South Dakota, and South Dakota fits the industry," said Joe Fiala, a business development representative for the Governor's Office of Economic Development.

So, Fiala and representatives from a dozen cities across South Dakota — including Rapid City, Sturgis, Mitchell and Chamberlain — headed to Las Vegas for the Shooting, Hunting and

Outdoor Trade show on Tuesday, January 14 to sell gun-makers and other related industries on the benefits of setting up shop in South Dakota.

The 36th SHOT Show ran Jan. 14 to 17 at the Sands Expo & Convention Center. Attendance figures eclipsed last year's total by the second day of the show and finished at more than 67,000, an increase of 5,000. "I think that really speaks to the quality of the event and the enthusiasm and passion of our industry to provide quality products for hunting, target shooting and personal and home defense," said Chris Dolnack, senior vice president and chief marketing officer for the National Shooting Sports Foundation®.

The SHOT show, which is hosted by the National Shooting Sports Foundation, touts itself as the largest outdoor sports trade show in the world. It featured around 1,600 exhibitors from 100 countries and all 50 states. Hundreds of companies affiliated with firearms,

hunting, camping, fishing, archery and any other outdoor sport attends the show.

Outdoor sports is already a major industry in South Dakota, Fiala said. About 70 outdoors sports businesses, including more than 40 firearms-related companies, are now operating in the state.

The firearms companies employ more than 1,000 people and annually produce more than \$131 million worth of inventory, Fiala said.

"I get to talk to a lot of these businesses as part of my job, and basically all of them are doing well," he said.

"We are one of the only states that is actively trying to grow the outdoor sports and firearms industry," he said. The state development office has had a booth at the trade show for the past 13 years and has persuaded a number of businesses to relocate to South Dakota, Fiala said.

South Dakota does not have a

corporate income tax or a business inventory tax, unlike many other states, Fiala said, making it attractive to businesses.

The contacts a person can make are valuable, he said. In 1999, Hoffman touched base with a U.S. Navy representative at SHOT, a contact that led to an ammunition contract with the federal government.

It can take a while to convince a business owner to relocate to South Dakota, but the convention is a good place to start the process, Fiala said.

"We're starting to become well-known; we renew friendships, we chat a little bit and we might ask em 'are you ready to expand yet?'" Fiala said. "It takes time, since moving is a major process."

Sources: Rapid City Journal & National Shooting Sports Foundation

### Two Full-Service Locations to Serve You

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**Mitchell South** | 1200 E. Spruce St.  
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# Corn Palace Poppings!



Even after over 28 years of working for the Chamber I am one lucky fellow. I get to come in every day to a job that I love and occasionally I have a warm fuzzy moment. We pride ourselves on customer service and last month I received some positive reinforcement in that area.

On December 10th I received a call at the gift shop from a gentleman who had been through last summer with his family. While they were here he purchased a nice hat for his son. Well long story short, the hat was ruined by a friends yellow lab. The father called and asked if we still carried that same hat in a medium. I informed him that I would try to find one and call him back; after the search was made, I called him back with the bad news. We didn't have the same hat but we did have another style close to what he wanted. I was more than happy to text him a picture, which I did. Needless to say he called back and ordered the new hat which we shipped out the same day.

I was surprised to receive a thank you card from the family. The card reads as such:

"I wanted to write to you to let you know about an exceptional employee you have working in your gift shop, Troy is Awesome!"

"A couple of weeks ago my 12 year old son was playing at a friends and had his hat taken by a yellow lab, the

hat (while enjoyed by the dog) did not fare so well. It was missing a good piece and well chewed and my son was pretty sad."

"My older son remembered we had purchased the hat at your gift shop in the summer of 2012 during a cross country trip. So I called out and Troy answered. I explained the situation. Within less than 15 minutes Troy got back to us and solved our problem. He is awesome. He made my son so Happy! Please let him know how much his efforts are appreciated."

"Will stop by on our next cross country adventure."

Needless to say that I was surprised by the card and the sentiments as I treated this man the same way I treat every customer. It is nice to have your efforts acknowledged once in a while.

We don't push excellent customer service to get rewards or warm fuzzies as we believe that our best form of advertising is by word of mouth. My favorite saying is that my job is to make sure they leave this place with a smile on their face.

As I close out this month, keep thinking warm thoughts, winter is almost over.

*Til we talk again,  
Troy "PoPcOrN" Magnuson*

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**FEBRUARY**

- 7 Movie Premiere Mystery Dinner  
Dakota Discovery Museum  
6:30pm  
Call Ruth at 996-2122 or  
visit [www.dakotadiscovery.com](http://www.dakotadiscovery.com)
- 7 Gala 2014: The Great Gatsby -  
Vintage Glamour  
Highland Conference Center  
5:30pm  
Call 995-6345 or  
visit [www.averqueenofpeace.org](http://www.averqueenofpeace.org)
- 8 Movie Premiere Mystery Dinner  
Dakota Discovery Museum  
6:30pm  
Call Ruth at 996-2122 or  
visit [www.dakotadiscovery.com](http://www.dakotadiscovery.com)
- 9 Diamond Rio Concert  
Corn Palace  
7pm  
Call 995-8430 or  
visit [www.cornpalace.com](http://www.cornpalace.com)
- 15 Movie Premiere Mystery Dinner  
Dakota Discovery Museum  
6:30pm  
Call Ruth at 996-2122 or  
visit [www.dakotadiscovery.com](http://www.dakotadiscovery.com)
- 16 Reza - Magician & Illusionist  
Corn Palace  
2pm  
Call 995-8430 or  
visit [www.cornpalace.com](http://www.cornpalace.com)
- 22 RockFest  
Corn Palace  
6pm  
Call 995-8430 or  
visit [www.cornpalace.com](http://www.cornpalace.com)

- 27 Mitchell Community Job Fair  
MTI Trades Center  
4:30-7pm  
Call 995-7136 or  
visit [www.mitchellchamber.com](http://www.mitchellchamber.com)
- 28 Steel Magnolias -  
Theatre Performance  
Pepsi Cola Theatre  
7:30pm  
Call 996-9137 or  
visit [www.mitchellact.org](http://www.mitchellact.org)

**MARCH**

- 1-2 Steel Magnolias -  
Theatre Performance  
Pepsi Cola Theatre  
Sat 7:30pm, Sun 2pm  
Call 996-9137 or  
visit [www.mitchellact.org](http://www.mitchellact.org)
- 4 Shrove Tuesday Pancake Dinner  
Frist Methodist Church  
11am-1pm & 4pm-7pm  
Call 996-7721 for tickets
- 7-9 Steel Magnolias -  
Theatre Performance  
Pepsi Cola Theatre  
Fri-Sat 7:30pm, Sun 2pm  
Call 996-9137 or  
visit [www.mitchellact.org](http://www.mitchellact.org)
- 9 Parmalee in Concert  
Corn Palace  
7pm  
Call 995-8430 or  
visit [www.cornpalace.com](http://www.cornpalace.com)
- 17 Everything Fitz  
Mitchell Concert Series  
Corn Palace  
7:30pm  
Call Jim at 996-5081

- 21-23 'Les Misérables' The Musical  
Sherman Center, DWU  
Fri-Sat 7:30pm, Sun 2pm  
Call 995-2600
- 22 Show Choir Classic  
Corn Palace  
Call 995-8430 or  
visit [www.cornpalace.com](http://www.cornpalace.com)
- 25, Show Choir Dinner Theater  
27-29 Corn Palace  
Call 995-8430 or  
visit [www.cornpalace.com](http://www.cornpalace.com)
- 28-29 Holiday Arts Spring Craft Show  
Masonic Temple  
Fri 9am-7pm, sat 9am-5pm  
Call Nancy at 248-2526 or  
Crystal at 425-2081
- 29-30 2014 Home & Spring Preview  
Show  
Davison County Fairgrounds  
Sat 12pm-4pm, Sun 10am-4pm  
Call 996-9667 or 800-244-5648 or  
visit [www.kool98.com](http://www.kool98.com)
- 28-30 'Les Misérables' The Musical  
Sherman Center, DWU  
Fri-Sat 7:30pm, Sun 2pm  
Call 995-2600

**APRIL**

- 12 4th Annual Spring Fling  
James Valley Community Center  
10am-4pm  
Call Tiff at 770-2276
- 12 Safe House Salad Lunch  
LB Williams Elementary  
11am-3pm  
Call Susan at 996-1007

- 12 Hairball  
Corn Palace  
Call 995-8430 or  
visit [www.cornpalace.com](http://www.cornpalace.com)
- 23 Red Green -  
How to do Everything Tour  
Corn Palace  
7pm  
Call 995-8430 or  
visit [www.cornpalace.com](http://www.cornpalace.com)
- 26 Mitchell High School Prom  
Corn Palace  
Call 995-8430 or  
visit [www.cornpalace.com](http://www.cornpalace.com)
- 28-30 Shrine Circus  
Corn Palace  
Mon at 7pm,  
Tues-Wed at 4:30pm & 7:15pm  
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**MAY**

- 2-4 Annie - Theatre Production  
Pepsi Cola Theatre  
Fri-Sat 7:30pm, Sun 2pm  
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visit [www.mitchellact.org](http://www.mitchellact.org)
- 9-11 Annie - Theatre Production  
Pepsi Cola Theatre  
Fri-Sat 7:30pm, Sun 2pm  
Call 996-9137 or  
visit [www.mitchellact.org](http://www.mitchellact.org)
- 12 Rodney Mack  
Philadelphia Big Brass  
Corn Palace  
7:30pm  
Call Jim at 996-5081

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