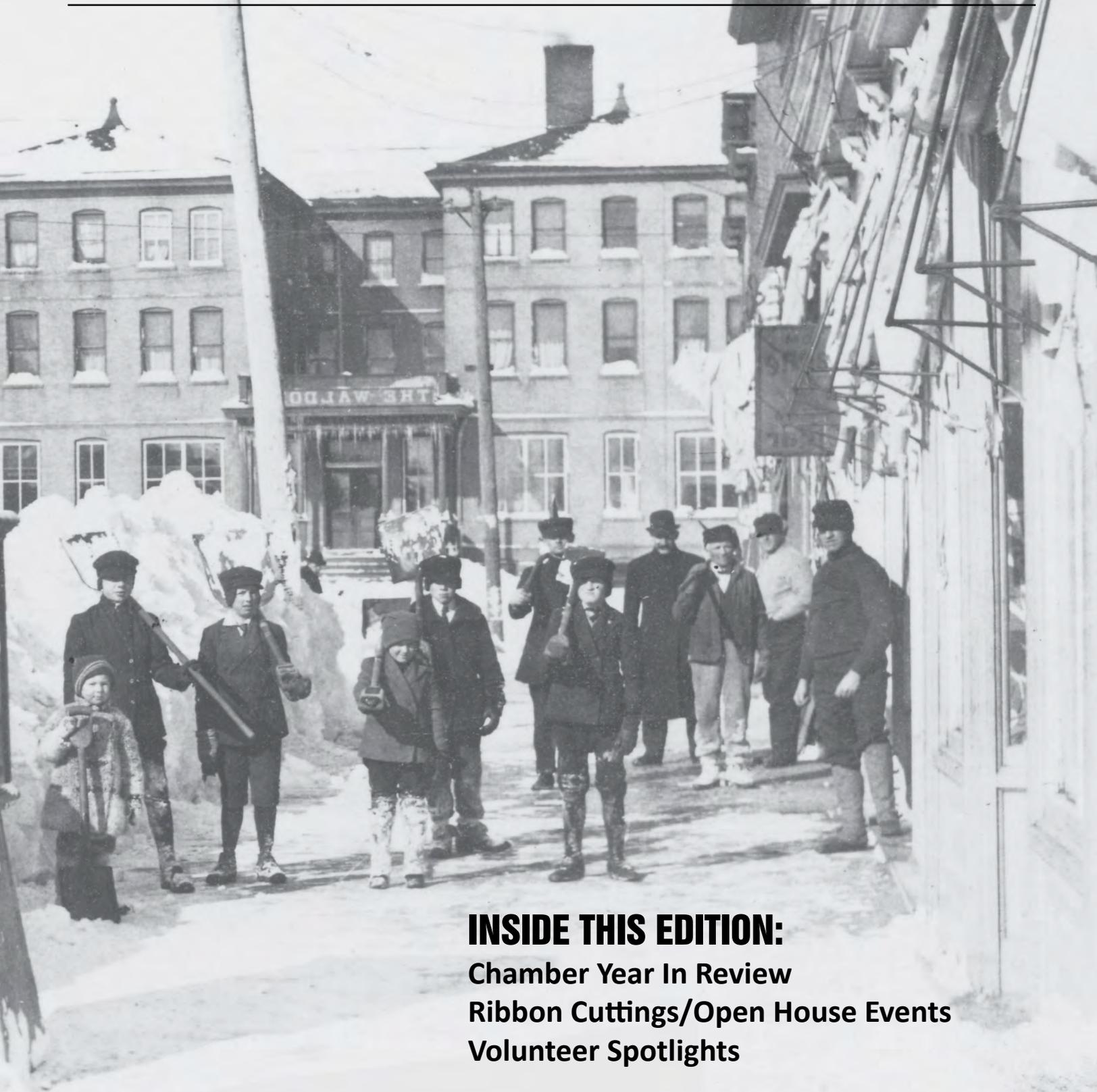


Vermillion...The Spirit of South Dakota



VCDC News

A PUBLICATION OF THE VERMILLION AREA CHAMBER OF COMMERCE AND DEVELOPMENT COMPANY | JANUARY 2018



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NOTE FROM NATE

Positively, a New Year.

What you feed will grow. We've heard it before, but it's easy to forget as we go about our days. We have a great deal to focus on - often plenty of good and plenty of bad. But which are we feeding? The positive, or the negative? Chew on that for a moment...we'll come back to it.

In the New Year, I've already heard two stories that have struck a chord. The first is about Two Travelers: A traveler was taking a road from one village to another. One day, he met a monk on the road and asked, "I am traveling from the village in the mountains to the village in the valley, and I was wondering if you knew what it's like in the village in the valley?"

"Tell me," said the monk, "what was your experience of the village in the mountains?"

"Dreadful," replied the traveler. "To be honest, I am glad to be away from there. I found the people most un-welcoming. When I arrived, I was greeted coldly. I never felt a part of the village no matter how hard I tried. The villagers kept to themselves and didn't take kindly to strangers. So tell me, what can I expect in the village in the valley?"

"I'm sorry to tell you," said the monk, "but I think your experience will be much the same there." The traveler hung his head despondently and walked on.

Another traveler journeying the same road later came upon the monk. "I'm going to the village in the valley," said the traveler to the monk. "Do you know what it is like?"

"I do," replied the monk. "But first tell me - where have you come from?"

"I've come from the village in the mountains."

"And how was that?"

"It was a wonderful experience. I would have stayed, but I'm committed to traveling on. I felt as though I was a member of the village. The elders gave me much advice, the children laughed and joked with me, and people were generally kind and generous. I'm sad to have left. It will always hold special memories for me. And what of the village in the valley?"

"I think you will find it much the same," replied the monk.

Chew on that a moment... we'll come back to it.

The second story was about Great Britain's Tour de France losing streak. One year the team decided to commit to the concept known as "aggregation of marginal gains", which means they focused on the 1% margin for improvement in everything they did related to bicycling.

Their team applied 1% improvements to some of their obvious efforts, such as riders' nutrition, bike seat ergonomics, weekly training, tire weight, etc. They took these changes further, however - into everything they could find - from the pillows riders slept with, to massage gels, to hand-washing techniques for better health, etc. They worked toward 1% improvements to be in a position to win the Tour de France within five years of making these changes.

It took them three years to win the Tour de France.

So back to where we started - what we feed grows. So much that is great is already happening in Vermillion! When I speak to others around the state, they remind me to be impressed by what Vermillion has become. Is this due to seismic shifts in our economy and amenities? No, not really. It's because incremental changes have led to considerable successes. In terms of business, for instance, Main Street has moved from 74% occupancy three years ago to full capacity today, which encourages even more development. In terms of housing, Bliss Pointe has grown twice as quickly as originally expected. We're seeing record housing numbers over



Nathan Welch,
President/CEO

continued on page 3

NOTE FROM NATE - CONTINUED

the past ten years. Additionally, the Chamber is celebrating the third straight year of record-setting new membership. The VCDC's Visitor and Tourism goals get loftier each year and we've gained or grown events that attract visitors to Vermillion every year.

How does Vermillion relate to each of these stories? Firstly, we are the travelers - and collectively, we are also the village. We can ask ourselves as travelers, moving from one community encounter to another, how is our perception affecting our experience? Are you focused on the lack, or on the abundance? As the village, what are we doing to provide that joyful experience to others passing through?

Secondly, I think of the many 1% improvements Vermillion has made, and continues to make, by practicing productive civic discourse at UpNEXT Coffee Hours, new community collaborations with the University, Shop Local promotions, VCDC Business Luncheons for continuing education, which are just a few!

Let's stay focused on feeding the incremental change. Let us feed the positivity of what we have to offer our community, and to travelers – who can see the best in us, and should be invited in as contributors.

There's a lot to chew on in this issue... but hey, we have a lot to feed - and it is good.

UPCOMING EVENTS

- Legislative Cracker Barrel** **January 27**
- USD Swimming & Diving v. Western Illinois January 27
- USD Quad State Honor Bands
at Knutson/Aalfs Auditorium..... January 28-29
- USD Women's Basketball v. Western Illinois February 1
- Edie's Book Shop Open at the Public Library ... February 2&3
- USD Track & Field, Dakota Realty Alumni Meet.... February 3
- USD Women's Basketball v. North Dakota State .. February 3
- USD Men's Basketball v. Fort Wayne February 8
- 4th Annual Dolly Disco at the Armory..... February 10
- USD Women's Basketball v. Doane February 10
- USD Men's Basketball v. Peru State February 11
- USD Theater Dept., Three Sisters at
Wayne S. Knutson Main Stage February 15-18
- VCT production of Almost, Maine
at Valiant Vineyards..... February 16-18
- USD Band in Concert at Aalfs Auditorium February 16
- Legislative Cracker Barrel** **February 17**
- Winter Farmer's Market/Clay County 4H..... February 17
- USD Men's Basketball v. Omaha..... February 17
- USD Women's Basketball v. Oral Roberts February 17
- USD Women's Basketball v. South Dakota State. February 21
- "Wine with Will" fundraiser for SDSF
at John A. Day Gallery February 22
- Vermillion Polar Plunge February 24
- USD Spring Choral Showcase
at Aalfs Auditorium February 25
- USD Jazz Ensembles Concert
at Colton Recital Hall February 28
- Edie's Book Shop Sale/Public Library March 2&3
- VCDC Business Luncheon/ David Owen** **March 15**
- Winter Farmer's Market/Clay County 4H..... March 17
- VCDC Annual Banquet**..... **April 5**

For more information about these events,
and additional listings
go to www.LiveVermillion.com



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The Spirit of the Season, 2017

The VCDC's second annual 'Stand-Still' Parade of Lights was a resounding success! Whether it was because of, or despite, the un-seasonably warm weather we experienced on the weekend of November 30th, the Chamber is so appreciative of the many organizations who participated in the parade, as well as to the community for the record turnout. Some of the evening's highlights include local celebrity Mitchell Olson returning as MC, winning parade entries from Knutson Family Dentistry, Sanford Vermillion, and Vermillion Public Transit, our Facebook Live broadcast of the \$100 Vermillion Bucks winners from the 'Shop Vermillion, Win Bucks' drawing, and the pinnacle of it all, Santa arriving in a firetruck to light the Christmas Tree!

As always, the busy weekend included 'Lunch with Santa' for the lucky winners of the VCDC's annual coloring contest – open to area schoolchildren in pre-school through 3rd grade. The small group of eager faces really lit up when Santa arrived to enjoy a meal with the children.



A slideshow, projected onto the building behind the crowd, highlighted some of the community's wonderful sights.



'Santa' enjoys a hearty, annual breakfast with this year's winners of the VCDC's coloring contest.



Performers from USD Theater's production of Little Women were on hand to greet the crowd.



The staff of Knutson Family Dentistry, one of this year's winners, welcomed visitors to their 'Candy Store' float.



Parade-goers enjoy an unusually balmy night while strolling between the 'stand-still' floats and vendors.



KVHT 106.3 is a 50,000 watt regional station featuring Classic Hits of the 60's, 70's, and 80's. Artists include The Eagles, Bob Seger, Fleetwood Mac, The Rolling Stones and Eric Clapton just to name a few. Our radio personalities are upbeat and family friendly. They're really into the music they play and connect with the listeners in a large age demographic.

We totally ROCK...just not too hard.

Classic Hits 106.3 also provides play-by-play coverage of the Yankton High School Bucks and Gazelles and is the flagship station for University of South Dakota Athletics. Our loyal core audience of both male and female demographics are in the moderate to high income levels. Our listeners rely on hearing the most recent and updated news, weather and community information in the tri state area.



KVHT 106.3 Classic Hits Demographics

50% Male Ages 25-64

50% Females Ages 25-64

All Income Levels – All Household Types

Regional Reach

Proven track record and loyal listener basis with over 20 years of delivered results in the area!!



ESPN Radio 1570 is a blend of ESPN's award winning national sports coverage with local sports and has been proven to be the most listened to sports station in the Tri-State area. ESPN Radio 1570 has more play-by-play of local college, professional and high school teams than any station in the area. Some of those teams include University of South Dakota, Minnesota Timberwolves, Minnesota Wild, Chicago Cubs, Yankton, Vermillion and other local high schools. With a 68% male and 32% female listenership, ESPN Radio 1570 caters to a wide variety of demographics.

Connect with **YOUNG, UPSCALE, HIGHLY EDUCATED** and **HIGHLY ENGAGED SPORTS FANS** on the #1 sports station...

Who is a typical ESPN Radio listener....

- Median age is 33
- 45% of the audience is 18-34 years old
- Median income is \$62,545
- Household Income \$100K+ makes up 26.6% of the audience



The #1 sports radio network in America...ESPN Radio 1570 KVTK is the place!!

Listen to ESPN Radio at work, at home and in the car!



Time

- 5a-10a
- 6:30a
- 6:45a
- 7:00a
- 7:05a
- 7:30a
- 8:00a
- 8:05a
- 8:30a
- 9:00a
- 9:05a
- 10a-2p
- 12:00p
- 2:35p
- 3p-7p
- 4:00p
- 4:50p
- 5:00p
- 5:05p
- 7p-5a

Monday – Friday

CLASSIC MORNING SHOW WITH RANDY HAMMER
 Local News and Weather
Outdoor Adventures
 ABC / Local News and Weather
Local Sports with John Thayer
 Local News and Weather
 ABC / Local News and Weather
Local Sports with John Thayer
 Local News and Weather
 ABC / Local News and Weather
Local Sports with John Thayer
 Local News and Weather
MID-DAY WITH SIMPSON
 ABC / Local News and Weather
 Closing Grain Markets Report
THE DRIVE WITH AUDREY PHILLIPS
 ABC / Local News and Weather
 Closing Financial Market Report
 ABC / Local News and Weather
Local Sports with John Thayer
BEST OF CLASSIC HITS

Saturday

CLASSIC MORNING SHOW WITH RANDY HAMMER
BEST OF CLASSIC HITS

Sunday

BEST OF CLASSIC HITS
 Dennis Mitchell's Breakfast with The Beatles
 Dick Bartley's Classic Hits
BEST OF CLASSIC HITS

ESPN Weekday Lineup:

- 12a-3a SportsCenter All Night**
After all the games have been played for the day, stay up and listen for SportsCenter updates, interviews, and highlights all night long.
- 3a-5a First and Last With Mike Golic, JR**
First and Last is a two-hour show that recaps the previous night's highlights and delves into the coming day's stories.
- 5a – 9a Golic & Wingo**
ESPN Radio's morning drive show, hosted by Mike Golic and Trey Wingo.
- 9a-11a On The John**
Local sports announcer and enthusiast John Thayer talks sports on a local, regional and national level.
- 11a-2p Jim Rome**
Sports talk 'king' Jim Rome has never been shy about expressing his opinions.
- 2p-3p Calling All Sports**
Mark Ovenden and Mike Henriksen bring years of experience and knowledge of sports to local radio.
- 3p-5p The Will Cain Show**
Will Cain gives you his unfiltered take on the biggest stories in the sports world.
- 5p-8p Spain and Fitz**
Sarah Spain and Jason Fitz cover the day's top stories from across the sports world.
- 8p-12a Freddie & Fitzsimmons**
A recap of the top sports news events of the day and the biggest storylines from the games of the evening, mixing opinion, personality, and live guests and reporters. Each weeknight, *Freddie & Fitzsimmons* focuses on what fans are talking about that day as well as what we expect they will talk about tomorrow.

ESPN Weekend Lineup:

Various games, sports commentary and updates throughout the weekend.

New Faces at the VCDC

Ashley Pinkelman Hobza

Economic Development Manager

Ashley was brought in as the Economic Development Manager in May of 2017. She is formerly of Fordyce, NE, and is a 2010 graduate of Mount Marty College with a Bachelor's degree in Human Services. She has experience in Workforce Development and Career Advising. She and her husband, Jeff, currently live in Burbank, SD. Her hobbies include: caring for her dogs and horse, cooking, biking, arts & crafts, and renovating antique furniture.

Ashley is your go-to source for information about on-going development and business recruitment in our community.



Mike Bartos

Marketing and Events Coordinator

Mike was drafted to the team as the Executive Administration & Events Coordinator in the fall of 2016. He's from Webster, SD, and recently received his Bachelor's Degree in Sports Management from the University of South Dakota as well as having a Bachelor's in History and Sociology from South Dakota State University. After working in a multitude of roles within the company, Mike now serves as the company's Marketing and Event Coordinator.



In this position, Mike helps lead many of Vermillion's major events, including the South Dakota High School All-Star Football Game, Professional Baseball Exhibition, Thursdays on the Platz summer concert series, and the annual Oktoberfest. He also assists many of the marketing efforts for the VCDC and coordinates the weekly UpNEXT Coffee Hours.

After moving to Vermillion in the summer of 2016, Mike has found a lot of reasons to #LOVermillion. You will often find him enjoying time with friends and girlfriend Megan in Vermillion's historic downtown, taking in a football game at the Dakota Dome, or playing with his German Shepard, Jordy, at Prentis Park.

Have something to add?

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

Working together for your financial future



Curt Robinson

Financial Advisor

23 Market Street
Vermillion, SD 57069
605-624-2028
www.edwardjones.com

Edward Jones
MAKING SENSE OF INVESTING

Susan Heggstad

Marketing and Tourism Manager

Susan joined the team in early December, having most recently been the Public Relations & Programming Specialist for the Vermillion Public Library. She has a Bachelor's in Fine Arts from USD ('99) and an MFA in Printmaking from SUNY Buffalo. She has an extensive background as an arts instructor, arts advocate, and professional exhibiting artist.

Born in Vermillion, Susan has had the opportunity to grow up on the west coast and go to graduate school on the east coast. She enthusiastically resolved to take root in her hometown fourteen years ago to raise her family. If you've got events to submit to our calendar, questions about the Monday Messenger, or Visitor & Tourism projects to promote, then she's the staff person to talk to.



Nick - 605.670.8806 | Tanner - 605.670.8759 | Chris - 605.670.2697

Email: nick.mbconstruction@contractor.net



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RIBBON CUTTING / OPEN HOUSE EVENTS



McDonald's employees excitedly welcomed visitors to view their impressive remodel during a ribbon-cutting ceremony on November 6th.



A lovely time was had by all who visited the Holiday Open House at HyVee on November 16th.



The USD Foundation unveiled stunning interior and exterior updates to a joyful crowd on the snowy evening of December 4th.



1st Dakota National Bank hosted a festive Holiday Open House and Chamber After Hours in the new, spacious location on December 14th.



The newest Edward Jones location, at 7 W Cherry Street, hosted the community during a ribbon-cutting and open house on December 14th.

Are you looking for an opportunity to showcase your business and network with your peers?

Sign up to host a Business After Hours event! 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 interested, please call Lindsey at 624-5571 or email to Lindsey@vermillionchamber.com



2015

21
NEW
CHAMBER
MEMBERS!

2016

24
NEW
CHAMBER
MEMBERS!

2017

28
NEW
CHAMBER
MEMBERS!



2017 VCDC Chamber Update

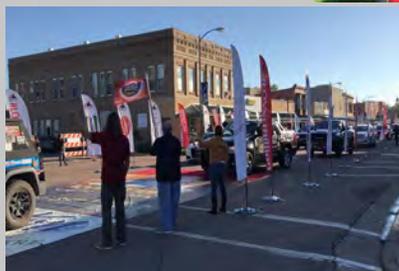
Here is why YOUR Membership matters...

Great Events



2017 SD High School Football All-Star Game presented by Sanford

2017 VCDC Golf Social



Amazon Original Fireball Run

Great Benefits



All Chamber Members are listed in the Visitor Guide

Members featured in the Quarterly Newsletter



Virtual Business Video Library

2017
Parade
of Lights:
25 Floats



15%
Chamber
Verm Bucks
Discount



2017
Annual
Banquet
Record
number of
attendees:
366



Personal
Communication
with VCDC
Employees and
Ambassadors

Great Opportunities

**Community
Business
Socials**



**Community
Engagement**



**Business
Ribbon
Cuttings**



**Vermillion
NEXT
Young
Professionals
Network**



2018 Membership Dues will be coming out soon!

If you have any questions about member benefits, how to get more involved or how to offer member-to-member benefits, send an email to Lindsey@VermillionChamber.com or give us a call at (605)624-5571



VOLUNTEER SPOT LIGHT



Meet Volunteers Kelsey Collier-Wise and Anthony Edelen

For folks like Kelsey Collier-Wise and Anthony Edelen, stepping up to play a role behind-the-scenes is a no-brainer.

Collier-Wise, Executive Director of United Way of Vermillion, Central Ward alderwoman, and President of the Vermillion City Council, is the incoming chair of the VermillionNEXT Young Professionals Network. Additionally, she assists with the UpNEXT Coffee Hour, having been involved since the group's inception. When asked why she decided



Kelsey Collier-Wise,
VermillionNext Committee

to get involved with the VCDC, she has this response: "Retention of folks in the 25-55 age range is a huge issue facing Vermillion. VermillionNEXT was created with that problem in mind. I've had the advantage of living here most of my life, so meeting people and learning about my community has never been a challenge, but I know it's not always as easy for people who've recently relocated to Vermillion. Hopefully, we're making that transition a little smoother."

She continues, "I enjoy the work I get to do on the government and charitable side, but the vitality of the community is dependent on those entities working with the private sector as well. The VCDC provides the opportunity for all of those pieces to come together. The cooperation works to everyone's benefit by improving the community (which is already pretty great to begin with)."

Kelsey recognizes that there are many reasons why people come, and sometimes stay, in Vermillion. For her part, she has lived here on and off for the past 27 years - first as the child of students, then because of her parents' jobs, but then returned after college because she and her husband, Royce Miller, decided that Vermillion was the only town they ever wanted to live in.

"In any community, you really get out what you put into it," she shares. "In a town the size of Vermillion, you have a unique opportunity to be a part of the entities that make decisions about the direction the community is going. You can get involved and make things happen. To paraphrase Marshal McLuhan: There are no passengers on spaceship [Vermillion]. We are all crew."

Anthony Edelen, owner of Louie's Cleaning & Disaster Restoration here in Vermillion, has been involved with the Vermillion Area Community Foundation as a board member since late 2011, the Chamber Ambassadors since 2009, and the United Church of Christ Board of Trustees since January of 2014. Anthony got involved with the Ambassadors because, in his words, "I love to see Vermillion grow and with the help of the Chamber and the Ambassadors Vermillion has seen a nice influx of new businesses to our local area. It's the power of community that helps small hometown businesses to grow, and being an Ambassador gets me involved with the process that propels small businesses forward."



Anthony Edelen
Ambassador Committee

After graduating from Vermillion High School, Anthony headed to Northwest Missouri State University, and then on to the Provincial Hogheschol of Limburg in Hasselt, Belgium. There, he received a comprehensive degree in International Business, along with a minor in International Relations. After completing his studies, Edelen moved to Aspen, CO, where he started three companies in a five and a half years. He made his way back to his hometown to start another business and, eventually, was approached by the previous owner of Louie's Carpet Cleaning. He purchased the business on January 1st of 2011.

Edelen couldn't always imagine himself setting up shop here, however. "When I graduated from high school, one of my main goals was to get out of small town South Dakota and never come back. As I've started companies and consulted around the country, however, I've come to find that hometown South Dakota is truly an amazing place to live and raise a family. This community I call home means so much to me," Edelen confides.

Anthony is glad to share his hometown experience with his two children, Oscar and Stella, and his wife, Lisha. He admits, "there is no way I could do what I do right now without my amazing, 8th-grade English teacher bride, Lisha Edelen. She has put up with me and my travels around the world and has selflessly given who knows how many thousands of hours in making sure myself and Louie's Cleaning & Disaster Restoration succeed."

The VCDC is blessed to have such phenomenal volunteers to assist us in our community endeavors!

VCDC MONDAY MESSENGER

Each week we provide our members with updates on what is happening in the community through our Monday Messenger! These weekly updates are a great way to share information with other members and always be in the know about what is happening around Vermillion.

To receive the Monday Messenger, call us at 624-5571 or send us an email at VCDC@VermillionChamber.com



If interested in joining one of the VCDC's committees, contact Lindsey at 605-624-5571 or Lindsey@vermillionchamber.com

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NEW MEMBER SPOTLIGHT



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Deb Thomas
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605.624.2690 h

Website: www.debssweettreats.com
Email: deb@debssweettreats.com



Deb's Sweet Treats (DST) is a Vermillion, SD, based business specializing in cake bites (also known as cake balls), a twist between a mini cupcake and a truffle. Our cake bites are home-made with quality ingredients for the best flavor, texture, and appearance. Upon request, we can also personalize your cake bites with several mini-chocolate candy designs for any party, occasion, or personality!

Dakota Brick House

Jim Waters/ Monica Iverson
15 W Main Street
Vermillion, SD 57069
Phone: 605.658.BEER

Website: www.dakotabrickhouse.com
Email: josh.dakotabrickhouse.com



Built in the 1880's, the **Dakota Brick House** restaurant is one of the oldest standing buildings in Vermillion, SD. This historic downtown restaurant was opened in 2017 by two local families, the Iversons and the Waters. Dakota Brick House has original tin ceilings, wood floors, brick walls, and full-size Main Street patio, so there is plenty of space to enjoy the rustic, warm, and friendly ambience. Featuring a wood-stone pizza oven, Dakota Brick House offers hand-tossed, house made pizzas, and a delicious, evening comfort menu. Opening at 5pm every night but Sundays, they offer craft beers from an impressive copper tap and pre-prohibition style cocktails. A late-night menu is also available after 11pm.

Bru2

Jim Waters/ Monica Iverson
1110 E Cherry Street
Vermillion, SD 57069
Phone: (605) 658-0140

Website: Bru2coffeehouse.com



Located in the new First Dakota National Bank complex, Bru2 is the sister shop of Café Brulé restaurant in downtown Vermillion. USB outlets, seating for 20+, a fireplace, and lounging area make Bru2 perfect for getting some quiet work done while having breakfast or lunch. Fresh-baked pastries and breakfast sandwiches are available all day. A lunch menu, specialty coffees, smoothies, and a convenient drive-thru window make Bru2 a full-service stop for all your morning and afternoon food and beverage needs.

Anthony Nelson

Individual Membership

Marco

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Patrick Higgins, Financial Advisor
7 West Cherry Street
Vermillion, SD 57069
Phone: (605)658-0205
Website: www.edwardjones.com



Patrick Higgins is an **Edward Jones** advisor in Vermillion. Higgins helps clients achieve their goals by understanding their needs and then recommending and implementing customized solutions to meet those needs. Lexi Himmler is the branch office administrator in Higgins' branch office.



1110 E Cherry Street | Vermillion, SD 57069
Phone: (605) 658-0140 | Website: Bru2coffeehouse.com



1110 E Cherry Street | Vermillion
624-5555
FirstDakota.com

CITY OF VERMILLION

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RICH HOLLAND, COUNCIL VICE PRESIDENT

PARKER ERICKSON

BRIAN HUMPHREY

HOLLY MEINS

KATHERINE PRICE

TOM SORENSEN

STEVE WARD

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IN THE COUNCIL CHAMBERS AT CITY HALL.**

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FROM THE CHAIR



Beginning a new year always brings the thrill of new possibilities and growth and the chance to shed old ways of thinking. While it may be true that many of us were eager to be done with 2017, I have to look back over what the VCDC Board of Directors and staff have accomplished with a great deal of pride. It's easy to laud the big and the bold and the shiny, but none of us gets to where we are in the moment without the day-to-day, incremental actions that hold it all together. Answering emails, keeping up communication, volunteering on a committee, being a regular supporter, offering words of encouragement, showing up – all of these things add up to a profound shift in how we exist in community with one another. We're certainly excited for the major changes that draw atten-



Sheila Gestring
VCDC Chair

tion, like the renovation of a beautiful, new downtown home for the VCDC. However, we're also excited for the less noticeable, but equally important transitions - like bringing in new staff or adopting a more modern structure for our Board of Directors that will continue to build capacity for reaching our goals of improving the quality of life here – while letting the world know why we #LOVermillion.

I'm grateful to those who've continued to play a role in both the large and the small steps that have helped the VCDC and our community continue to meet its challenges and achieve wonderful things. All of our volunteers, event participants, chamber members, board members, and staff contribute to the ever-evolving tapestry of our vibrant community. From the smallest cheerleaders to the biggest donors, everyone has a role to play that forms the picture of Vermillion. Based on what we've seen in 2017, I have no doubt that an even more stunning view will emerge in 2018!

Annual Banquet - April 5th



You won't want to miss this year's VCDC Annual Banquet, happening on Thursday, April 5th. We're beyond thrilled to share that Michell Olson will return as our emcee, and USD's beloved, soon-to-retire President Jim Abbott will be our keynote speaker for the evening! Keep your ears open and eyes peeled, as we'll be announcing ticket sales and sponsorship opportunities very soon.

Vermillion Medical Clinic is pleased to announce the association of Catherine Mitchel, MD

Join us in welcoming Family Medicine physician Catherine Mitchel, MD, to the Vermillion Medical Clinic. Catherine has spent most of her life living in South Dakota and is an active member of the SD Army National Guard (Medical Command, Rapid City). She graduated from USD in Vermillion with a B.S. in Elementary Education, an M.A. and also her J.D., Law. She received her medical degree from the University of South Dakota, and completed her residency at Rapid City Regional Hospital. She lives in Vermillion, SD and joins Drs. Dendinger, Yelverton and Krell in Primary Care.



Catherine Mitchel, MD

Dr. Mitchel will begin seeing patients in September of 2017.

New to the 2018 VCDC Board of Directors

The Vermillion Area Chamber & Development Company is pleased to share the results of 2018 Board of Directors election, which was formalized during our December board meeting. The Nominating Committee received five nominations to fill two open seats for coming year.

Our newest Board member is Darwin VanDenOever, representing CorTrust Bank.

Additionally, incumbent board member Jim Peterson will return for his second term. These members will begin their 3-year terms in January of 2018



Darwin VanDenOever

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