

Vermillion...The Spirit of South Dakota

VCD C News

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



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NOTE FROM NATE

Why Vermillion?

What a wonderful time to be in Vermillion, now that spring has finally arrived. It's quieter without the students, but that energy is replaced with fantastic activities and events right at our doorstep. Vermillion will once again host the South Dakota High School All Star Football game, presented by Sanford, with players arriving on June 6th. We're capitalizing on previous successes by adding a kids camp this year, which will be open to kids from across the state. The same day there will be a Skills Competition for the all-stars to showcase their talents in a fun competition before the Annual Banquet, featuring NFL running-back CJ Ham. It culminates with the big game, June 9th at the DakotaDome! We'll also welcome the actors and technicians who arrive for this year's South Dakota Shakespeare Festival from all over the country, anticipating regional visitors for the show from June 7-9th. The SDSF continues to thrive, and this year they were awarded an esteemed \$10,000 grant from the National Endowment for the Arts. \$10,000 is a big deal... and \$10,000 from the NEA is an even bigger deal.

Vermillion excels in fostering local pride and civic engagement, and that's why we're pleased to share that we have been chosen as the next host of the Special Olympics South Dakota! The 2019 games mark the 51st year of Special Olympics SD, which started right here in an office on the campus of USD. I was lucky to join a Vermillion delegation at this year's games in Spearfish, and saw how the games are run and how Vermillion can help turn the corner toward another 50 years of SOSD – right here in Coyote Country.

Speaking of successes, many of you enjoyed the latest video we produced, along with Mitchell Olson and videographer Paul Ebsen, for this year's Annual Banquet. But did you know that it's been viewed over 70,000 times online? That's a LOT more folks than just us here in Vermillion! Folks all over the state (and country, even) have watched that video and seen first-hand the type of creativity, and commitment that's possible in our community.

We're proud of accomplishments like this, but they don't happen by chance. Hosting successful events and campaigns are the result of steady commitment to improvement in all areas we focus on – as individuals and as a community. I'm reminded of a story my grandfather used to tell me:

A painter was tasked with painting the highway lines leading out of town. Each day he would prepare his paint and tools and set out. The first day he was able to finish the lines in a 7 mile stretch. The next day he set out, but only managed 3 miles before heading back. The third day, he finished only one mile. The next day he came to an intersection and met another road painter. Stopping to rest, they discussed their work. "How far is your town from here?" he asked. "About 35 miles to the east," she replied, pointing back in the direction she had come from. "35 miles!? How long have you been painting this road?" he inquired. "I started yesterday" she said, confused at his shock. "But how can you cover so much ground in that time?" The women looked down, lifted her paint brush in one hand and the paint can in the other and replied, "I bring my tools with me, of course." He realized he'd been returning back to town for tools every day. As the work evolved, he was always going back to the start.

We may feel we need to accomplish everything today, this month, this year. Instead, as we continue to learn, focus on the steady, forward progress that helps us blaze our trail and define our story. We continue to build on prior successes, day by day and year by year. Working toward a better and better Vermillion. Let's roll up our sleeves, grab our brushes and paint cans, and get on the road to the future of Vermillion.



Nathan Welch,
President/CEO

WHERE TO FIND US

As many of you have likely heard by now, the VCDC is conducting mobile operations during summer 2018, while the remodel of our new building at 2 E. Main Street is being completed. We are excited to welcome Heartland Psychological Services to town, now operating out of the Market Street Building.

VCDC staff will still be reachable by phone at (605) 624-5571, by mail at the current mailing address: 116 Market Street #103, Vermillion, SD 57069, and by email at their existing email addresses. Any general communication or questions can continue to be directed to vcdc@vermillion-chamber.com. Business Operations for the VCDC are located inside City Hall at 25 Center Street, and staff are always on hand at the weekly UpNEXT Coffee Hour at Vermillion Public Library – Wednesday mornings at 8 am.

For visitor information or the purchase of Vermillion Bucks, a special request form has been centrally placed on the VCDC website homepage: www.livevermillion.com. As always, community members can expect to find all the latest information at the website and on the community calendar. Those subscribed to the Monday Messenger will continue to receive this weekly communication, as well as any further special communication about VCDC business.

SAVE THE DATE: Golf Social Monday, June 18th

You won't want to miss the fun of our annual VCDC Golf Social at the Bluffs Golf Course! This 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 our staff at 624-5571 for more information.

UPCOMING EVENTS

- Edie's Book Shop Sale at the Vermillion Public Library June 1-2
- Summer Reading Program Kick-Off at Vermillion Public Library June 4
- South Dakota Shakespeare Festival at Prentis Park June 7-9
- Books & Brews, with Bob & Sheila Everhart, at Public Library June 9
- SD High School All Star game presented by Sanford ... June 9
- City Wide Rummage Sale June 15-16
- VCDC Golf Social at Bluffs Golf Course June 18
- Dakotas Tour, South Dakota Open Pro/Am at the Bluffs Golf Course June 22-24
- Fourth of July July 4
- Thursday on the Platz Kick-Off July 12
- Thursday on the Platz July 19
- VCT presents 'Joseph and the Amazing Technicolor Dreamcoat at VHS July 20-23
- VCDC Business Luncheon July 26
- Thursday on the Platz July 26
- Thursday on the Platz Aug 2
- Thursday on the Platz Aug 9
- Clay County Fair at the Fairgrounds Aug 9-11

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

Got a spring project?

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Summer Events!

June 7 - 10

South Dakota Shakespeare Festival presents *Richard III* in historic Prentis Park.

Free & open to the public!

June 8

SD All-Star Football Kids Camp presented by HyVee, in the DakotaDome
1 - 3 pm
\$20 Registration at the event.

June 8

SD All-Star Recognition Banquet, with special guest *CJ Ham* in the MUC Ballroom
7 pm
Tickets at LiveVermillion.com

June 9

2018 South Dakota All-Star Football Game, presented by Sanford at the DakotaDome
1 pm

Tickets at LiveVermillion.com

June 18

VCDC Annual Golf Social at The Bluffs
10:45 Registration
12 pm Shotgun Start
5 pm Dinner & Social

Register at LiveVermillion.com

June 22-24

Dakotas Tour, South Dakota Open Pro-Am at The Bluffs

More info at <http://dakotastour.com/tournaments/south-dakota-open-pro-am>

July 4th!

Celebrate Independence Day with your community by enjoying a traditional fireworks display from Barstow Park.

July 12

Thursdays on the Platz Kick Off at Ratingen Platz, downtown Vermillion
5:30-7:30 pm

Free!

July 20-23

Vermillion Community Theater presents *Joseph & the Amazing Technicolor Dreamcoat* at the VHS Theater
Find out more at www.vermillioncommunitytheater.org

Find out more on our community calendar at www.LiveVermillion.com!



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Melissa Shefl, PA-C
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Saturday, 8:30–11:30 a.m.
Sunday, 4 – 7 p.m.

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Vermillion

Goodbye to a Downtown Vermillion Icon

This past March, after 44 years of serving Vermillion's varied retail needs, the Nook & Cranny finally closed its doors. Founder and owner of Nook & Cranny, Gloria Christopherson, opened the 19 W. Main Street store back in 1974 in a building that had been owned by her father-in-law. Although the warm and welcoming home goods store has always served a needed niche in our community, Gloria felt the time had come to retire, primarily for health reasons.



Gloria Christopherson

Having been present for a great many changes in the retail environment over the years, Gloria's experience as a small-business owner has proved invaluable to many other business owners in Vermillion. Although the closing of Nook & Cranny has created a discouraging hole in our Main Street corridor, Gloria and others are very hopeful that another useful retail store may take its place. She and her husband, Dan, hope to sell the building to a like-minded business owner whose priorities will be to serve the Vermillion community in a similar way. From her interview in the April 6th Plaintalk: "It was pretty scary, but the store was well received from day one. We have always been grateful for the support the community has shown us."

While a significant chapter of her life is coming to a close, Christopherson assures us that she plans to remain active in the community. In fact, she has several plans for fundraisers for area charities that she hopes to tackle when time allows. In the meantime, friends and community members are welcome to drop by her home at 124 Center Street for Coffee with Gloria on Thursdays from 10 am to 1 pm. Thanks for all you've done for downtown Vermillion, Gloria!

Keep your eyes open for our newest billboard, highlighting the All-Star Game, along Interstate 29.

South Dakota High School All-Star Game, presented by Sanford

Beginning June 6th, Vermillion will once again host some of the top young athletes in the state for this year's South Dakota High School All-Star Football Game, presented by Sanford. Over ninety players from across the entire state will arrive in Vermillion that Wednesday for 3-days of preparation and fun before playing out the All-Star game in the DakotaDome on Saturday, June 9th.



After check-in at the USD dorms, these honored young athletes will begin a non-stop experience of great food catering, special entertainment events, and daily practices inside the Dakota Dome. Special highlights for players this year include a pool party, paintball, archery, and a skills competition. On the night before the big game, they and their visiting family and friends will gather for an All-Star Recognition Banquet featuring guest speaker C.J. Ham of the Minnesota Vikings. Youth from the area are invited to participate in the Kids Camp, slated to take place on Friday, June 8th.

Local All-Star athletes include:

Red Team:

- 2 Logan Donelan, Elk Point-Jefferson
- 4 Kade Groos, Coleman-Egan
- 5 Austin Carter, Dakota Valley
- 7 Brett Culver, Vermillion
- 15 Zach Masters, Dakota Valley
- 17 Cameron Krejci, Yankton
- 19 Jared Merkley, Elk Point-Jefferson
- 21 Casey Krejci, Yankton
- 45 Chase Hammerstrom, Dakota Valley
- 64 Brody Surrell, Vermillion
- 78 Brennan Moran, Dakota Valley
- 86 Josh Galvan-Hofer, Yankton

Blue Team:

- 42 Brendan Sokolowski, Irene-Wakonda

Tickets for the banquet or the game, as well as fan gear, can be purchased by visiting the Vermillion Area Chamber and Development Company's website, www.livevermillion.com, and clicking on the links at the top of the page. Tickets for the banquet are available to the public, but seating is extremely limited.

For further information, please call the VDCDC offices at (605)624-5571, or email Marketing & Events Coordinator, Mike Bartos, Mike@VermillionChamber.com.

RIBBON CUTTING / OPEN HOUSE EVENTS



Bru2 held an open house and ribbon cutting in April. Guests were invited to come check out the new shop and enjoy some delicious treats!



Vermillion Public Transit celebrated public transit week this April and invited community members to leave their vehicles at home and ride!



Maximizing Excellence invited community members to celebrate their ribbon cutting with delicious appetizers and cold drinks!



The first quarter Business Luncheon hosted by the VCDC was a great success. Guests were served food from RED Steakhouse and got to listen to a presentation from South Dakota Chamber of Commerce President David Owen. The next luncheon will be July 26th on Cyber-security. Watch for your chance to sign-up!



Starbucks recently held an open house and ribbon cutting to celebrate their beautiful new coffee shop located inside HyVee!

Kitchen Open
Mon-Sat
5p-11p

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2018 ANNUAL BANQUET – SPIRIT OF LEGACY

Over 400 attendees enjoyed this year's Annual Banquet that included the ever-entertaining emcee Mitchell Olson, a warm and revealing discussion between retiring USD President James Abbott and Board of Regents President Bob Sutton, and the presentation of several community awards. The event was generously supported by the Bea-com School of Business and the Puetz Corporation.

Among this year's award recipients were:

Mayor's Award for Community Service

James Abbott

VCDC Community Leader Award

Jim Peterson of Masaba

United Way Volunteer of the Year

Randy Rasmussen

VCDC's NEXT Young Professional of the Year

Travis Letellier



VCDC Brick Awards recipients were:

Knutson Family Dentistry

Mart Brothers Construction

Tractor Supply

Vermillion Area Dance Organization

USD Foundation

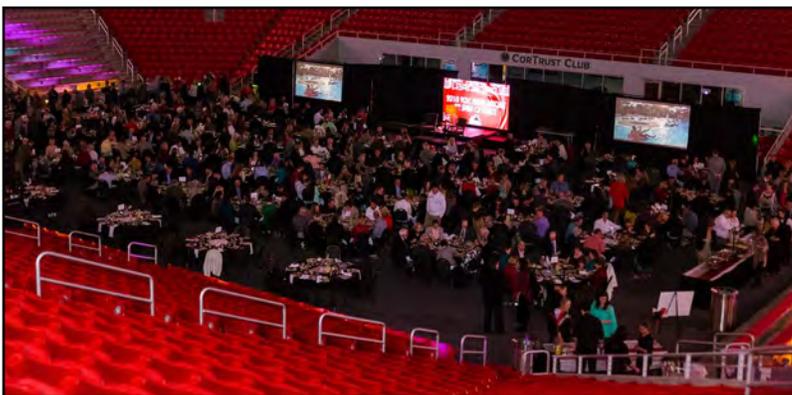
Edward Jones, Patrick Higgins

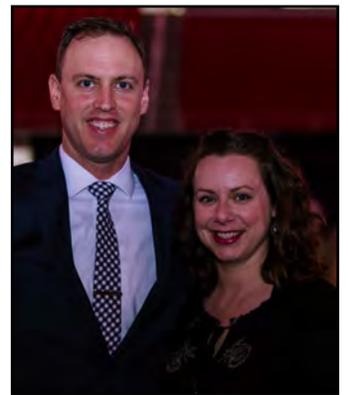
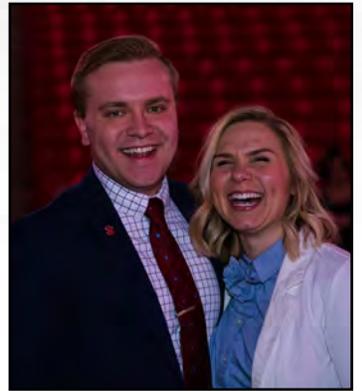
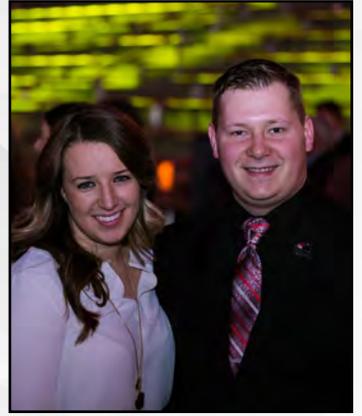
HyVee

Vermillion Public Schools

Charcoal Lounge

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Vermillion NOW II Update



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Vermillion Technology Center

40+ New Jobs +\$3.7 Million Payroll
60+ Jobs Retained



Homes Built per Year



Community Events



Vermillion NEXT
36 Active Members

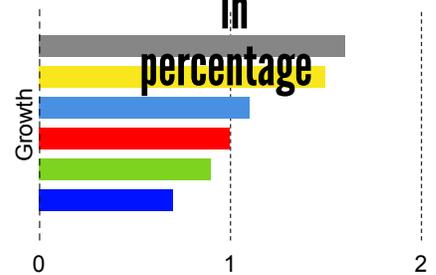
Consistent Chamber Growth:
2015 - 21 New Members
2016 - 24 New Members
2017 - 28 New Members
2018 (to date) - 11 New Members ↑

2 E. Main Project



Slated to be complete mid-August, 2018!!

SD Community Growth in percentage



Legend: Spearfish (Grey), Sioux Falls (Yellow), Rapid City (Blue), Vermillion (Red), Aberdeen (Green), Brookings (Dark Blue)



NEW MEMBER SPOTLIGHT



Catch and Release Photography

Jo Nesmith

Website: www.catchandreleasephotos.com

Email: catchandreleasephoto@gmail.com



Photography is a powerful medium.

A great deal of my childhood was captured on film by my parents and carefully organized into photo albums. I'm uncertain if I genuinely remember my childhood or if those snapshots have simply become my reality. I am now a custodian of my family's memories. Like many parents, I watch my children change in the blink of an eye and bear witness to the fact that every stage of life is fleeting. It is at this point in my life when the adage "this too, shall pass" has become a bittersweet notion. And hence, photography has become my method of capturing life... marking a moment in time because it, too, will soon change. This is the "Catch." But as our children will not always be young, nor will a family always be under the same roof, we are all in a continual process of letting go. Children are meant to grow. People are supposed to age. Life is to be lived. This is the "Release." Portraits are an ideal means of catching a moment, phase, or new adventure. For we will all need to release those we love eventually. So, no. It's not about fishing.

Maiden605

Matt Foley / DeeDee Wilking

106 E Main Street

Vermillion, SD 57069

Website: maiden605.com

Email: matt@thinkthreadandink.com

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Maiden605

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Vermillion Beauty Shop

Lisa Johnson

25 W. Main Street

Vermillion, SD 57069

Phone: 605.624.2801

Email: llhj1958@gmail.com



Lisa has been in business in downtown Vermillion for 40 years and recently sold her building at 106 E Main and moved to the Spa at Wynie Mae's at 25 W. Main Street where she has joined, Bekki Schroeder. She is open 6 days a week, Monday-Saturday, serving customers with hair, nail and massage services.

Starbucks

Keith Emerson

525 W Cherry Street

Vermillion, SD 57069

Phone: 605.624.5574

Email: 1820HRMGR@HY-VEE.com



Hy-Vee of Vermillion and Starbucks have teamed up to offer a superior cup of coffee. Hy-Vee started the remodel of their dining room and construction of the Starbucks on November 27, 2017, completing the remodel January 1, 2018. Hy-Vee opened their Starbucks on January 15, 2018 with long time Vermillion resident Samantha Hankinson as manager and a staff of 12 certified Baristas. Starbucks is open to serve you from 6:00 AM to 8:00 PM 7 days a week with various coffee drinks, non-coffee drinks, breakfast sandwiches, and pastries. Just like Hy-Vee, it's all about the customer and their experience.

THiNK thread & ink

Matt Foley / DeeDee Wilking

106 E Main Street

Vermillion, SD 57069

Website: facebook.com/thinkthreadandink

Email: matt@thinkthreadandink.com

or deedee@thinkthreadandink.com



Located in downtown Vermillion, THiNK thread & ink offers custom screen printing, embroidery, and engraving services for your business, team, or special event. Whether you need awards engraved or shirts printed, no job is too big or too small. Custom design services are available. THiNK is owned and operated by DeeDee Wilking and Matt Foley, who offer a combined 38 years of experience in sales and marketing.

Individual Membership

Tom Sorenson

Dr. William & Cyndi Dendinger



NEW MEMBER SPOTLIGHT



Redwood Mediation Services & Legal Assistance

Marilyn Trefz
 23 W Main Street, Suite 103
 Vermillion, SD 57069
 Phone: 605.789.4960
 Website: www.redwoodmediation.com
 Email: marilyn@redwoodmediation.com



Why Redwood? With very short, 10-foot root systems, Redwood trees can only reach their full, 360-foot potential when their roots connect with roots of other Redwood trees, in cooperative and effective ways. Likewise, mediation fosters cooperation through healthy communication and voluntary agreement between all parties. It is faster and more affordable than court, and it keeps conflicts and solutions private. RMS helps families and workplace families resolve conflicts and create workable solutions to problems in a safe and confidential setting. Marilyn also offers legal assistance with Family Law (divorce, paternity, child custody, parenting time), Elder Law (wills and power of attorney packages, guardianships, conservatorships, probate, appeals and medical reviews for denied claims), and Employment Law (EEOC filing, unemployment hearings, ERISA subrogation, oncontracts and agree-ments, policy drafting and employee handbook review).

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Shawn Johnson
 601 S Cliff Avenue, Suite C
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Have something to add?

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

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FROM THE CHAIR



“Yes, this is Vermillion”

This is a common refrain shared with visitors and returnees when they discover some of the amazing things we have to offer here in Vermillion. Whether it's the impressive dining options and cultural offerings, fantastic sporting facilities, or the energy and engagement of the folks who live here, it never ceases to make me proud to claim this community as my home.

That pride is evident all over Vermillion, especially in events like this year's Annual Banquet or special sporting events. Wasn't it thrilling to host, and BEAT, a Big Ten team in our very own Sanford Coyote Sports Center? Thank you to the City of Vermillion for co-sponsoring with the VCDC to bring that opportunity to Vermillion, and to the many, many supporters who came out to show the BIG Ten what a great women's basketball crowd really looks like!

This has been a busy year full of a great deal of transition. A profound transition for me is poised to happen shortly, and I'm looking forward to making that an easy transition for the University and for the community. It has been my honor to serve as the chair of the board of the VCDC, and I plan to continue to bring my passion to that endeavor. Working with so many dedicated volunteers, community members, and professionals reminds me just how much potential we have as a community. I am committed to continuing to work with all of you to improve the quality of life for all of Vermillion and the surrounding areas. Together, we will continue to foster and strengthen the already strong relationship the city has with USD.

We are stronger together.



Sheila Gestring
VCDC Chair

Chamber Director Says Goodbye to Vermillion

After three successful years as Chamber of Commerce Director, Lindsey Peterson has reluctantly announced that she will be leaving Vermillion. Peterson's husband, who was previously an assistant coach with the USD Men's Basketball program, has accepted a job at the University of Utah. Under Lindsey's leadership, the Chamber of Commerce has grown considerably, outpacing membership for each of the three years that she has overseen those efforts. Chamber events, such as the annual Parade of Lights and the Annual Banquet, have also seen unprecedented growth due to her tireless work.

We at the VCDC are incredibly sorry to see and her beautiful family leave, but we wish them all boundless luck in their new adventures!



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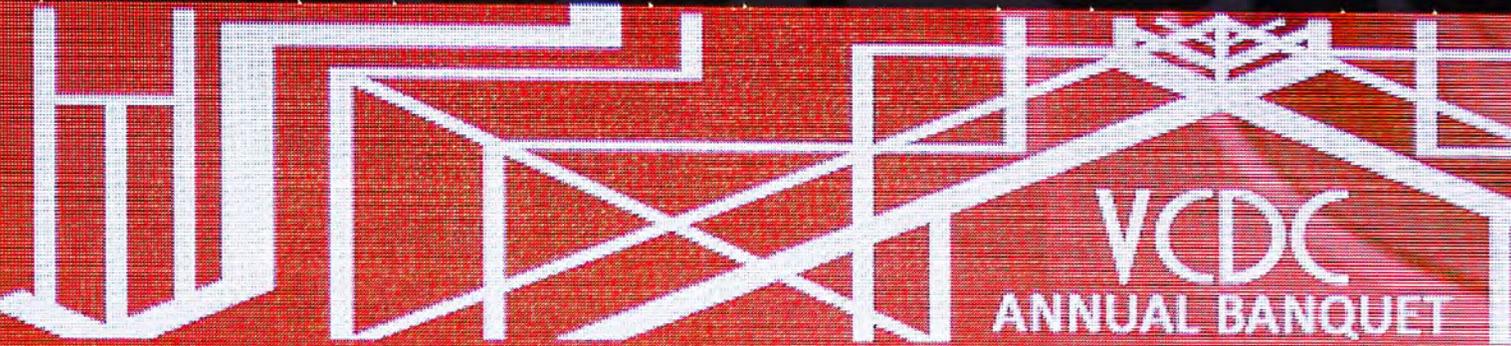
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VCDC
ANNUAL BANQUET

2018 VCDC ANNUAL THE SPIRIT OF LEADERSHIP



2018 VCDC ANNUAL
THE SPIRIT OF LEADERSHIP



Vermillion



116 Market Street
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www.LiveVermillion.com

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