



THE VERB

noun

1. A word that expresses an action, state, or a relation between two things.
2. Your quarterly update on the action, events, and state of the Vermillion community, your Chamber of Commerce, Visitor Bureau, and Economic Development Company, and the relationship between you and all these things.



NOVEMBER 2018



2018

STANDSTILL

PARADE OF LIGHTS

#LOVermillion

**November 29th, 2018
6:00-6:45pm
6:45pm Santa Arrives**

**Downtown Vermillion
Between RED and Cafe Brule**

**Hot Chocolate served
by CorTrust Bank
Apple Cider served by
First Dakota Title**

**Head over to the Library after the
parade, 6:45-8pm, for pictures
with Santa and holiday crafts!**

ST T N E T N O G

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ECONOMIC DEVELOPMENT IN VERMILLION

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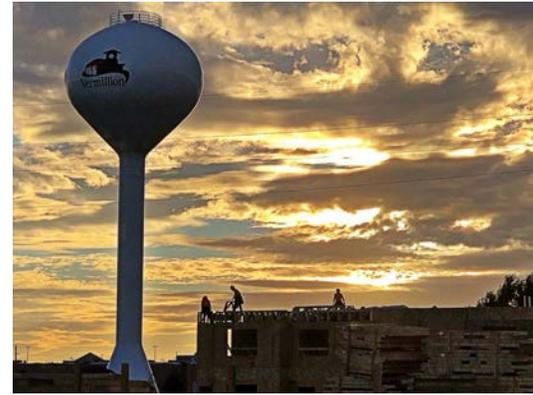
SOLD
THIRTY THREE AVAILABLE
THIRTY FIVE SOLD LIVED IN
THREE SOLD UNDER CONSTRUCTION
ONE SOLD AWAITING CONSTRUCTION

Chamber of Commerce GROWTH

2015 - 21 New members
 2016 - 24 New members
 2017 - 28 New members
 2018 - 27 New members
 (to date)



VERMILLION TECHNOLOGY CENTER
100% OCCUPIED
 NAVIGANT CONSULTING AND BIOTEST
 +\$3.7 MILLION PAYROLL 60+ JOBS RETAINED 40+ NEW JOBS



#LOVermillion
 CAMPAIGN REACH
 2k+ POSTS 400+ USERS
 1800+ twitter followers 1600+ facebook followers
 22k+ engagement 100k+ reach and impressions

BUILDING PERMITS PER 4-YEAR AVERAGES

2010-13 - 119/year (permits)
 2014-17 - 194/year

AVG CONSTRUCTION INVESTMENTS

2010-13 - \$5.4m
 2014-17 - \$16.9m



80+ CURRENT MEMBERS
 Who help plan and coordinate {
 UPNEXT COFFEE HOUR
 THURSDAYS ON THE PLATZ
 THIRD THURSDAY SOCIALS



NOTE FROM NATE

PRESIDENT & CEO, VERMILLION AREA CHAMBER & DEVELOPMENT COMPANY

People talk all the time about innovation, that important buzzword about forward-thinking in business and industry. Do we know it when we see it? Perhaps more importantly, what steps can we take to foster and encourage it?

There's one way of thinking about innovation that I find helpful in staying focused on our goals: that innovation is nothing more than the things we notice, the ideas, notions, unexpected connections, imagination, and discovery that challenge the status quo and are necessary for the world to move forward. In fact, many common everyday items, as well as beliefs about the world, were once uncommon and new – perhaps even unwelcome. The light bulb, for instance, was not instantly well-received. Some believed the invention to be a sham that was unworthy of attention. Those who dismissed it couldn't imagine how the world would come to rely on it.

Innovation can also seem to spring up almost overnight, arriving serendipitously, as if out of nowhere. In reality, new ideas almost always build upon something else and have evolved over time. Talk to anyone out there peddling their exciting new mobile app or tech idea, or any other exciting business proposition, and you'll discover that they've put countless hours into their dream. Their ideas very likely couldn't exist without a firm foundation of some other wonderful

ideas - ideas dreamed up in previous dreamers' imaginations. Further innovations have continued to refine Edison's invention, capitalizing on new, exciting connections that bring us new energy forms, greater efficiency, improved design, and much more than he originally conceived of.

Things build upon other things.... Steps inevitably lead to further steps. If we look back at the Vermillion of 10 or 20 years ago, would that community have predicted how steps taken would lead to the Vermillion of today, the community with a bustling downtown and many new businesses, expanded housing options, and steady, sustainable growth in population? Looking at the incredible growth of building permits and construction investments over the past 4 years, versus the previous four-year period reveals enormous leaps that we worked hard for, even if we couldn't precisely predict them.

Will the Vermillion of 2038 recognize the ideas born of this generation and season that led to its successes? If we've created the right environment for innovation (and I believe we have), then those chances are good. Hopefully, Vermillion of 2038 will be continuing to take the long view and be further capitalizing on what we've built and are working on building, in ways we can only begin to imagine.

NOVEMBER
DECEMBER
JANUARY

S
T
N
E
V
E

NOVEMBER



'Shop Vermillion, Win Bucks' Holiday Giveaway



USD Theater Dept presents *Into the Woods*



3rd Annual Standstill Parade of Lights, 6 pm

DECEMBER



Breakfast with Santa at St. Agnes School, 9-12pm



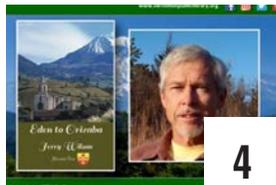
Vermillion Area Farmers Holiday Market, 10-1pm



W.H. Over Annual Christmas Festival, 1pm



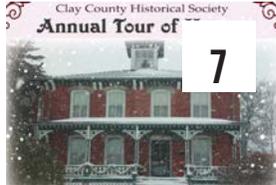
USD Holiday Concert at AalFs Auditorium, 3-5pm



Author Jerry Wilson at Vermillion Public Library, 7pm



Luncheon - Think Like a CFO, 12pm



Annual Parade of Homes, 4:30-7:30 pm



1st Celebration of St. Lucia Tradition in Dalesburg, 3pm

JANUARY



Free Screening of *It's a Wonderful Life* at Coyote Twin Theaters, 7 pm



USD Men's & Women's Basketball vs. SDSU, 1 & 3:30 pm



Vermillion Area Farmers Market Winter Market, 10-1 pm

FOR ADDITIONAL VERMILLION EVENT LISTINGS, OR TO SUBMIT YOUR SPECIAL EVENT, VISIT LIVEVERMILLION.COM



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CHAMBER HAPPENINGS

VERBATIM

While they do not operate a brick-and-mortar location in Vermillion, **Osher Lifelong Learning Institute (OLLI)** members gathered at the First Dakota National Bank Gallery at 12 E Main Street on August 27th to celebrate the growing success of the Vermillion chapter of the continuing education group.



OLLI members, Chamber ambassadors, and community supporters gathered at the First Dakota National Bank Gallery with OLLI Director Nancy Wehrkamp (fourth from left).

“WE LOVE OUR NEW SPACE, BUT WE ALSO LOVE WHAT THIS SPACE WILL MEAN FOR OUR COMMUNITY.” – LESLIE GERRISH, CO-OWNER OF THE BEAN COMMUNITY COFFEEHOUSE



Some of the packed house poses with co-owners Martin Prendergast and Leslie Gerrish (holding the scissors) in front of the new Bean Community Coffeehouse.

Family, friends and die-hard **BEAN** fans helped co-owners Martin Prendergast and Leslie Gerrish celebrate their new, expanded location at 6 W. Main Street during a very special UpNEXT Coffee Hour/ Ribbon Cutting on September 13th.

The Chamber hosted their 3rd Quarter Business Luncheon on September 13th at RED Steakhouse. Author and speaker **VJ Smith** shared his presentation, “Replenishing the OhZone”, which left a lasting impression with attendees. The 2018 Business Luncheon series is proudly sponsored by RED Steakhouse, First Dakota National Bank, THINK thread & ink, and Edward Jones.

“VJ WAS AN EXCELLENT PRESENTER. I’D LOVE TO SHARE HIS MESSAGE WITH MY ENTIRE TEAM!” – BECKY McMANUS, YANKTON MEDICAL CLINIC



VJ Smith (standing) addresses a focused crowd with his engaging discussion of ways to reinvigorate your customer service and personal relationships.



Representatives from the National Music Museum Board of Directors and community leaders were on hand to help officially ‘break ground’ on the NMM Preservation Center.

As part of their large-scale renovation and expansion, members of the **National Music Museum Board of Directors**, along with community members, broke ground September 21st on what will soon be the NMM Preservation Center. The facility is an important first-step in the project, allowing the NMM to relocate the valuable and delicate collection to a suitable location before renovation of the museum can begin.



The full house grand opening event for McVicker Plaza spilled into Main Street for the celebratory ribbon cutting moment. Present were Mayor Powell and city officials, VCDC board members, NMM board members, USD administrators, and Chamber members.

The Board of Directors and staff of the Vermillion Area Chamber & Development Company, along with members, partners, friends and community members, celebrated the official grand opening of **McVicker Plaza** with a ribbon cutting on September 21st. The festivities were the culmination of two full days of events such as volunteer appreciation socials, community workshops, and economic development presentations. McVicker Plaza, located at 2 E. Main Street, now houses the offices of the VCDC, USD's retail store Charlie's, and Vermillion's first collaborative co-working space.

The community welcomed back Erin Janis, owner of **IKTOMI-INK Tattoo Experience**, during a special Saturday morning ribbon cutting at their Cherry Street location on October 13th. Erin returned to her hometown of Vermillion this summer, after starting the tattoo business in Las Vegas in 2003.

“DURING OUR TWO DAYS OF GRAND OPENING EVENTS, WE WELCOMED MANY OF THE GROUPS WE SERVE INTO MCVICKER PLAZA TO SHOW WHAT THIS SPACE CAN DO FOR OUR COMMUNITY.”

— NATE WELCH, VCDC PRESIDENT & CEO



Well-wishers stand with IKTOMI-INK owner Erin Janis (fourth from right) at the newly opened location at 820 E. Cherry Street.

Heikes Farms invited current and former CSA members, as well as interested community members, to their farm on October 15th for a harvest-filled After Hours event. A big hit with families, visitors enjoyed tractor rides, delicious and fresh baked goods and soup, and a festive, communal atmosphere.

“WE ENJOY TEACHING FOLKS ABOUT OUR CSA: COMMUNITY SUPPORTED AGRICULTURE.” — HEIDI HEIKES, HEIKES FAMILY FARMS



A family-friendly atmosphere provided enjoyment for even the smallest of visitors during the Heikes After Hours event.

The owners and staff of **Red Roof Inn** opened their doors for an evening Open House, October 17th. Everyone was treated to delicious refreshments, personal tours, and even a night's-stay giveaway. An impressive array of upgrades were the primary focus of the tours, which showcased the updated flooring, ceilings, wall coverings, decor and services. Red Roof Inn is located at 1208 E. Cherry Street.



The updated lobby space of Red Roof Inn now includes modern features and additional seating space for visitors.

VERMILLION COMMUNITY HAPPENINGS



The fourteenth year of Vermillion's annual Ribs, Rods & Rock 'n Roll did not disappoint those who gathered for delicious barbecue fare, impressive vehicles, and rockin' fun! This year's event, which took place on September 7th & 8th, brought new additions: a barbecue competition for youth, cooking/tasting demos, and a Cornhole tournament.

September 28th & 29th marked the return of Vermillion's 3rd annual Oktoberfest celebration sponsored by Schell's Brewery and HyVee Vermillion - a traditional German harvest festival featuring delicious German foods and beer, lively polka music and dancing! Hailing all the way from upper Minnesota, the Jolley Zuk Brothers band, along with USD's Marching Band, VHS German Club and Drama Club students, really inspired the crowds attending both nights to get into the German spirit.



Vermillion played host to the Rotary District 5610 Conference as well in late September, bringing in attendees from across South Dakota, northwestern Iowa, southwestern Minnesota, and northeastern Nebraska. A primary highlight of the conference was, undoubtedly, the keynote address delivered by beloved former University of Nebraska Lincoln head football coach Tom Osborne on September 29th.

As with most years, excitement for early October's marking of the annual homecoming events for the University of South Dakota was widespread. Not only was it President Gestring's first Dakota Days, it was the VCDC's first Dakota Days in McVicker Plaza. While community and visitors lined Main Street for Saturday's parade, VCDC staff welcomed visitors into the building for warmth and refreshments, visitor materials, and a few fun Vermillion-themed goodies. The festive spirit carried through the afternoon as the Coyotes hung on to win by seven against Missouri State at the DakotaDome.





Author Melody Warnick was the keynote presenter during the McVicker Plaza grand opening events, sharing with workshop attendees what the best strategies are for learning to love your community.

“I HAVE A BAD HABIT OF FALLING IN LOVE WITH THE PLACES I VISIT, BUT I GENUINELY THINK THAT VERMILLION IS #2 ON MY LIST NOW, RIGHT AFTER BLACKSBURG. THE PEOPLE WERE UNIFORMLY DELIGHTFUL—KIND, DOWN-TO-EARTH, COMPASSIONATE, COMMUNITY-MINDED, AND PASSIONATE IN THEIR DESIRES TO HELP EACH OTHER AND HELP THE TOWN.” - AUTHOR MELODY WARNICK



NEXT members and community members participate in a community involvement workshop with author Melody Warnick at McVicker Plaza during the building's grand opening events.

WHY VERMILLION?

Q&A WITH SOME OF VERMILLION'S NEWEST FACES

WHAT ARE YOUR NAMES, AND WHERE ARE YOU FROM?

Tad and Scarlett Crawford, along with our family of 4 kids: Gabriel, 23, Natali 19, Jet, 11, and Teal, 9. We are from Denver, Colorado originally but lived in Chicago the four years prior to moving to Vermillion.



Even living in a nicer suburb of Chicago wasn't ideal for our family. We lived half a block away from the elementary school and still felt pressured to drive them. Kids didn't really play outside or walk to each other's houses. We wanted to move to a location that would remind us more of our own childhoods, where kids can walk to school, friends' houses, and even go to the library if they need to study. We've found that here. (The library is great and does such hard work to encourage young learners - we're so happy!)



WHAT DO YOU AND YOUR HUSBAND DO FOR A LIVING?

We are both sales directors that work remotely. Tad manages toxicological information sales for the company, RightAnswer. I manage Latin America for the educational company, Houghton Mifflin Harcourt.



HOW DID YOU BECOME FAMILIAR WITH VERMILLION?

We wanted a change that would bring greater quality of life for our family. Since we're remote workers, we could live anywhere, but looked for a location that would be a small town where we could relax and live a lower-stress life. We also wanted a town with a solid education for our children, and with USD in town, we knew that academics would be given high importance. We did a lot of research on towns that met our criteria and narrowed it down to Vermillion, found our realtor, Sarah Taggart, online, and made the drive from Chicago to Vermillion to check it out. We looked at houses in September 2017 with Sarah, found our home, and moved in December 2017.

Everyone has been so friendly and welcoming. We already know more neighbors than we ever did in years of living in Chicago and Denver. We love walking downtown and have become especially spoiled without having to deal with the headache of traffic jams like we had in the past.

ANYTHING ELSE YOU'D LIKE TO SAY ABOUT WHY YOU RELOCATED TO VERMILLION?

Vermillion is a small town, but with many amenities of a much larger city. When our Chicago and Denver friends us ask us how we possibly manage living "in the middle of nowhere," I remind them that it took us an hour to get almost ANYWHERE in Chicago or Denver, so with Sioux City and Sioux Falls nearby, it's really no different. Instead of taking an hour of fighting traffic in Chicagoland, we just take 45-60 minutes to drive to a larger city when it's needed. I guess the only downside about driving less is that I no longer finish an audiobook every week while stuck in traffic!

WHAT QUALITIES DO YOU SEE IN VERMILLION THAT SUPPORT THE WELL-BEING OF YOUR FAMILY?



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Vermillion



Ribbon cutting ceremonies are just one of the many ways you are supported as a member of the Vermillion Area Chamber of Commerce.

IN VERMILLION, YOU ARE THE CHAMBER!

The Vermillion Area Chamber of Commerce & Development Company is to foster and promote the retail, commercial, manufacturing, civic, agricultural, and economic development interests of our community and the surrounding area. Membership in the VCDC is an investment in the future of the Vermillion area and supports these efforts and helps build a strong and vibrant Vermillion area which results in an expanding market for your goods and services.

Some of the Benefits of Membership:

EXPOSURE

- Ribbon Cuttings and Open House promotions
- VCDC website listings & reciprocal links
- Advertising space in The Verb
- Annual Visitors Guide listings
- Monday Messenger weekly email and sponsorship opportunities
- Social media networking
- UpNEXT Coffee Hour sponsorship & presentation opportunities
- Visitors Center and lobby of McVicker Plaza
- LiveVermillion.com Community Calendar listings
- Many other promotional opportunities each year

- Business consulting
- Local and state legislative advocacy
- Meetings spaces in McVicker Plaza
- Business Luncheons
- Membership Access
- Discounted Vermillion Bucks
- On-line Business Webinars
- Notary service

NETWORKING

- Business After Hours events
- Annual Meeting & Banquet
- Annual Golf Social
- Ambassadors Committee
- Special Events Committee
- Legislative Affairs Committee

There are many levels of membership, with flexible options to fit any size organization or individual. In Vermillion, Chamber members truly are the foundation of the community. Vermillion is our city. Vermillion is the *Spirit of South Dakota!*

RESOURCES



TO JOIN, RENEW, OR FIND OUR MORE ABOUT MEMBERSHIP OPTIONS, REACH OUT TO CHAMBER DIRECTOR KATIE HEINE AT KATHERINE@VERMILLIONCHAMBER.COM.



JOZEF VOGEL, HY-VEE

Jozef Vogel, HealthMarket Manager at Hy-Vee Vermillion was recently recognized as a recipient of the Legendary Customer Service Award and was inducted into Hy-Vee's Customer Service Hall of Fame. The award recognizes exemplary achievement in providing service that exceeds customers' expectations. Only nine winners are selected each year from among more than 80,000 Hy-Vee employees across eight states.

JASON BROCKHOUSE, SESDAC

After an extensive search, Sisdac is pleased to announce the promotion of Jason Brockhouse to Director of Human Resources. His background includes years of experience as a DSP and Job Coach, leadership in Group Home and Independent Living environments, as well as significant experience in direct leadership and Human Resources. Jason graduated from Northern Illinois University with a degree in Deafness Rehabilitation Counseling.



KARLA KOZAK, VERMILLION HIGH SCHOOL

Professor Carla McMurry-Kozak was recently awarded the 2018-2019 State of South Dakota English Teacher of the Year Award. She was nominated by her peers and is honored to represent Vermillion High School and the state.

TERAMIE HILL, VERMILLION HIGH SCHOOL

The Vermillion Area Chamber & Development Company and USD's Beacom School of Business were honored to bestow their first-ever Entrepreneurial Champion award to VHS Language Arts teacher Teramie Hill. The award recognizes Hill's continuous support of innovative entrepreneurial experiences for her students such as the iTanager Competition, which leads to USD's i2i competition.



FERNANDO ESCOBAR, SANFORD VERMILLION

Sanford Vermillion Medical Center is pleased to announce Dr. Fernando Escobar, general surgeon, began his practice in Vermillion on Nov 1. Escobar returns to Vermillion from his practice at Sanford Medical Center in Worthington, MN. He is board certified by the American Board of Surgery and brings a wide variety of minimally invasive surgical expertise to Vermillion.



MASABA

Employees of Masaba in Vermillion participate in the R.E.D. (Remember Everyone Deployed) Shirt Friday initiative, posing for a company photo last month. The mission of Red Shirt Fridays is to show support of our servicemen and servicewomen. Along with all employees receiving R.E.D. shirts, Masaba will be

sending care package to deployed U.S. Troops for the holidays.

SOUTH DAKOTA DEVELOPMENT CORPORATION

2329 N Career Ave, Suite 232
 Sioux Falls, SD 57107
 thinksddc.com
 Jennifer@thinksddc.com
 605.275.1504

The South Dakota Development Corporation was created for you and South Dakota. The SDDC was certified under the Small Business Administration as a Certified Development Company in 1983. If eligible, your new or existing business may borrow anywhere from \$100,000 to \$5.5 million through the SDDC. With low interest, fixed-rate loans, the SBA 504 program can help you reach your business goals.



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 605.906.0258

The South Dakota Multi-housing Association is the trade association for South Dakota's apartment and rental housing industry. Membership to the SDMHA includes a wide variety of benefits and access to exclusive resources only available to members. Our members are developers, owners, and managers of apartments or other rental housing. Our Associate members are vendors of products and services to the rental housing industry.



IKTOMI-INK TATTOO EXPERIENCE

820 E Cherry Street
 Vermillion, SD 57069
 iktomi.ink@gmail.com
 702.461.4833

Erin Janis returned to her hometown of Vermillion in 2017 after having created IKTOMI-INK Tattoo Experience in Las Vegas, NV with her husband Christopher in 2003. On August 25, 2018, she re-opened the business in Vermillion in honor of her husband, following his tragic death in May of 2017. This Native-owned tattoo shop specializes in awesome tattoos at exceptional prices. When you visit the shop you are not only a client, you are family.



David McCord, Territory

Manager

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VERMILLION BUCKS

Vermillion's own local currency, Vermillion Bucks, are only available from the Vermillion Area Chamber & Development Company, but can be used almost anywhere in Vermillion. Pay bills, buy groceries, go out to eat, purchase gifts - and so much more - while also supporting your community by keeping your money local. When you keep your dollars local, you're supporting more than

just the small business owners and their employees, you're also supporting a healthier, more vibrant community. Local business owners rely on the community to become repeat customers - something most out-of-town big box stores don't depend on. In short, every dollar spent locally is an investment in your community that can help expand the selection of goods and services that can be made available right here. For every \$1 spent at a local business, \$.45 is reinvested locally. Non-local purchases keep, at most, \$.15 in your community.

Who knew that such a simple thing could do so much?

Support **The Verb**
quarterly magazine
and be seen!



Ad Size	Member Rate	Non Member Rate
Banner - 2.5x3.625 OR 4.125x2"	\$50	\$100
Quarter page - 5.25x4"	\$75	\$150
Half page - 5.25x8 OR 11x4"	\$125	\$250
Full page - 8.5x11"	\$200	\$400

The Verb, the Vermillion Area Chamber & Development Company's redesigned quarterly publication, is distributed each February, May, August, and November to all Chamber member organizations via USPS. Additionally, the magazine is distributed and available at numerous Vermillion banks, cafes, waiting rooms, at the Vermillion Public Library, and in McVicker Plaza's Visitor Center.

For specific deadlines, or other information about advertising in *The Verb*, contact Chamber Director Katherine Heine at the VCDC offices—(605)624-5571, or via email at Katherine@VermillionChamber.com.

VESTED

MAKE A DIFFERENCE IN VERMILLION

SETTING THE STAGE FOR INNOVATION



Participants in the VCDC's recent community involvement workshop with author Melody Warnick experience the potential for dynamic collaboration inside the Co-Lab at McVicker Plaza.

During the building's grand opening events, the newly opened McVicker Plaza at 2 E. Main Street was bustling with a steady stream of visitors. Many guests' first impressions were of the Co-Lab, the new collaborative workspace featured at street-level. With its high ceilings, modern & industrial aesthetic, and bold colors, the space struck a chord with many as an appealing new location to pull up a seat, strike up a conversation, or get down to work.

While the Co-Lab at McVicker Plaza is the first coworking space in Vermillion, coworking spaces as a movement have an established track-record of success in many cities. Roughly defined as membership-based workspaces where diverse groups of freelancers, remote workers, and other professionals work together in a shared, communal setting – they are, essentially, flexible workspaces.

Even though the coworking movement originated among freelancers, entrepreneurs, and the tech industry, it's relevant for a broader range of

people and organizations. According to the September 2015 Harvard Business Review article 'Why People Thrive in Coworking Spaces', there are two primary ways that a coworking space can prove beneficial.

First, it's an alternative place for people to work. From the need to spread out employees, to adjustable meeting space, to options for remote workers, coworking spaces provide much-needed flexibility in meeting/work space and can spark new ideas. Employees thrive when given control and versatility in their work environment.

"As society moves further from the traditional office environment, coworking spaces become more and more important. Particularly for people who are trying to build something, create something, and to innovate. To accomplish this, you need space to work, people to bounce ideas off of, and most importantly, the human interaction of an office culture to keep you energized," shares Travis Hahler, Change Management Lead (Americas)

for Google Cloud, USD alum and recent Vermillion transplant. Speaking to Vermillion and the McVicker Co-Lab, specifically, Travis is excited. "I'm most excited for the opportunity to speak to and learn from people in the community. Vermillion is a beautiful melting pot including those who work in skilled trades, academia, technology, small businesses, government, and global corporations. I look forward to programming that allows us to learn about one another's career journey, offers help to those who are starting out or expanding, and foster thoughts and ideas as we create new businesses here in our community."

Second, people who use coworking spaces see their work as meaningful. Unlike a traditional office, coworking spaces often consist of members working for a range of companies or projects, and at different stages of their career. Without the usual work competition or politics, they aren't likely to put on a work persona to fit in. Further, there are many opportunities to flex a unique skillset, due to the variety of backgrounds of coworkers, so meaning can also come from the ability to assist other community members.

Innovation and creativity already abound in our community, because that dynamic spirit is continually fed by our hard-working values, access to incredible arts & culture, and a belief in the value of a world-class education. USD's Beacom School of Business, consistently ranked among the top MBA programs in the country, is one such local source of innovation. With students from 35 states and

29 countries, the opportunity for dynamic energy to imbue our collective efforts is just beginning to be realized. "What's happening here is Innovation – new programs, curriculum, student successes, and amazing faculty. If you look at the region, then the state, then the local area, it all points to USD and Vermillion, because we create the culture for their success," says Beacom School of Business Dean Venky R Venkatachalam. He believes that South Dakota, and Vermillion, have something important to offer businesses from all over the country, even beyond the great business climate the state is known for. "South Dakota economic development relies heavily on new talent, so if we can cultivate that here and create opportunities, then we can hope to keep them here. This is true in the global economy, as well as the local economy. We already have opportunities that are competitive with the rest of the world: great quality of life, good schools, a meaningful and hard-working culture. The ecosystem of the community plays a role in that. Collectively, we can create significantly more than we can individually, and the new space [at McVicker Plaza] can take advantage of the strong linkages between our organizations."

An accessible coworking space can enable the fledgling entrepreneur, the young student, the small-business owner, or the mature company president to forge more connections, helping people to interact and build community beyond work meetings and class assignments. "From its inception, the street-level space at 2 E. Main Street has been envisioned as a critical

continues on page 20...



Have you been waiting for the right time to explore a great business idea? Are you looking for a safe place to explore the idea's potential with experienced business people, pitch your idea to investors and possibly win \$20,000 to help make the idea a reality? The SD Governor's Office of Economic Development hosts the Governor's Giant Vision Business Plan Competition each year to encourage both business and student entrepreneurs to build their dreams in South Dakota.

With both a business and a student focus, The Governor's Giant Vision Business Competition provides the opportunity to develop your ideas, write a business plan and make a formal presentation. A panel of business experts will review all entries and select up to eight qualifiers who will attend the final competition in Sioux Falls. Qualifiers will give presentations and discuss their ideas with seasoned business and financial experts and other invitees.

The winner will be awarded \$20,000. The second place award is \$10,000, third place is \$5,000, 4th place is \$3,000, and 5th place is \$2,000. The remaining qualifiers will receive \$500 each to help with the expenses of participation.

The deadline for applications is Friday, February 22, 2019. For more information, visit www.southdakotagiantvision.com.

piece to creating that entrepreneurial ecosystem targeted as a prominent goal for our Vermillion NOW! 2 initiatives to continually benefit our community," states Nate Welch, President & CEO of the Vermillion Area Chamber & Development Company. "It's ideally situated to bring people together in the heart of our community, takes advantage of strong university/community partnerships, and sits literally beneath the Chamber & Development Company offices - the first place a young innovator or Chamber member should go for support with their visions." The Co-Lab at McVicker Plaza offers 1,406 square feet of coworking space, as well as over 500 square feet of meeting rooms of varying sizes all utilizing the latest audio/visual technologies. The primary workspace is open and flexible, with tall café-style table and chairs, shorter tables and chairs, cushioned seating and booth-style seating, free Wifi connection, and a kitchenette with free coffee.



Amenities coming to the Co-Lab include storage area with lockers, mailboxes and mailing address options for entrepreneurs, printing & faxing services, a podcast room, and 24/7 access with key-card entry. For more information about utilizing the Co-Lab or future programming, contact the VCDC's Economic Development Manager, Tony Kellar, by email at Tony@VermillionChamber.com, or by phone at the VCDC offices, 605-624-5571.

TOOLS

FOR THE SMALL-BUSINESS OWNER OR ENTREPRENEUR

Vermillion Area Chamber & Development Co.



McVicker Plaza
2 E. Main St. Suite #101
Vermillion, SD 57069
605-624-5571
LiveVermillion.com

The VCDC exists to improve Vermillion's quality of life by enhancing Vermillion's economic and community environment through strategic investments and engaging collaboration.

Small Business Development Center, South Dakota



2329 N Career Ave # 106
Sioux Falls, SD 57107
605-367-5757
sdbusinesshelp.com/

It is the mission of the South Dakota Small Business Development Center to be an advisor for South Dakota businesses to start or grow by assisting with business planning, operational improvement, and product or market development.

Dakota Resources



25795 475th Ave, Suite 1
Renner SD 57055
605) 978-2804
www.dakotaresources.org/

Dakota Resources helps rural communities help themselves through innovative processes, tools, training and resources. Our ambitious initiatives are designed to enhance rural entrepreneur and business development, rural housing development,

community and leadership development and financial development.

South Dakota Governor's Office of Economic Development



605-773-4633
sdreadytowork.com

The GOED works to expand primary job opportunities for all South Dakotans. We strive to retain and expand existing businesses, foster new businesses, facilitate business succession and recruit out-of-state businesses. The office works closely with community economic development corporations to expand and diversify the state's industry and economy. Additionally, the GOED administers a variety of financing opportunities available to new and existing businesses.

U.S. Small Business Administration



409 3rd St, SW
Washington DC 20416
800-827-5722
www.sba.gov

The U.S. Small Business Administration (SBA) was created to aid, counsel, assist and protect the interests of small business concerns, to preserve free competitive enterprise and to maintain and strengthen the overall economy of our nation. The SBA helps Americans start, build and grow businesses. Through an extensive network of field offices and partnerships with public and private organizations, SBA delivers its services to people throughout the United States.



Sheila Gestring, VCDC Board Chair, and President, University of South Dakota

There are a lot of great conversations happening lately.

As I near the midway point of the first year in my new role as USD's President, while also winding down my time as VCDC Board Chair, I'm struck by the atmosphere of collaborative optimism in many corners. It's been wonderful to travel across the state, around Vermillion, and across campus to listen to our various constituent groups. I am continuing to gather a variety of perspectives, but also sharing the importance of USD being the state's flagship and only public liberal arts university with responsibility for developing our future leaders, as well as how the partnership of the University and Vermillion community plays a role in that status.

As you may have heard by now, enrollment is up at USD, marking this the largest entering class in USD history. Part of this increase is due to opening up resident tuition rates to incoming Iowa and Nebraska students. This is important to the state and its workforce goals because data indicates that 30 percent of non-resident students who attend a South Dakota public university stay in the state. I don't think I can overstate the importance of successes like these, not only for USD, but for our community as a whole. The credit is reciprocal, as well: the more our community is a welcoming, vibrant, and developing city, the more students, faculty, and visitors of all types are drawn to coming here and staying here. That relationship is vital, and only continues to get stronger.

As I discussed recently in my State of the University address, it is USD's foundation in the liberal arts that distinguishes our professional schools from other programs. The most fundamental principle in education is learning how to learn. From this foundation comes not only skills that are directly transferrable to the workplace, but also the awareness of how to best use one's gifts to make positive contributions to one's family and community. I see how Vermillion recognizes the benefit of welcoming these future leaders into their fold - not only as members of the workforce, but also as engaged citizens building their collective futures.

This is such an incredible time to be a Coyote and Vermillionaire. I'm proud of the great strides the Vermillion Area Chamber & Development Company has taken as an organization and I'm honored to have had the opportunity to play a role with a team dedicated to continually improving the quality of life for the people of Vermillion and the surrounding areas. I look forward to the new, important, and exciting things we'll continue to do - together.

FROM THE CHAIR

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USDCharlieStore.com

The Vermillion NEXT Young Professionals network Leadership board recently revised their mission statement to:

“TO CONNECT, ENGAGE, AND DEVELOP YOUNG PROFESSIONALS IN THE VERMILLION COMMUNITY”

The board similarly updated their values statement to:

“INCLUDED, INVESTED, INVOLVED”.

The Vermillion NEXT group is responsible for organizing the weekly UpNEXT Coffee Hour, Thursdays on the Platz and Leadership Vermillion. Additionally, NEXT members gather for Third Thursdays monthly for social networking. For more information on getting involved, visit LiveVermillion.com, and click on the Vermillion NEXT tab.



NEXT MEMBER SPOTLIGHT

What is your name, and where can folks find you most days?



NEXT member **Katey Ulrich**.

Hi! I’m **Katey Ulrich**, and I work in the Muenster University Center. I love spending time at local places in Vermillion while socializing with friends and family and going to cheer on the Coyotes!

How did you first become familiar with/involved in Vermillion NEXT?

I first started volunteering at Thursdays on the Platz and then found out about more of the events Vermillion NEXT puts on, so I started attending those! I recently became a member of the leadership board, so I can continue to get further involved with the group.

What do you wish more people knew about Vermillion NEXT?

That there are opportunities for people of all interests and levels of involvement to be involved and there is a lot of room to grow. If there is something you want to

see for young professionals, let me know! We want to provide the experience that you are looking for in Vermillion!

What is your vision for your community, and how do you see your place in it?

I envision my community as a lively and energetic place where all people feel welcome. Ideally, there would be more places to bring your dogs to hang out with you too! Right now as a young professional, I see my role as a voice that can share what would help keep young professionals in Vermillion. I have grown to love Vermillion and want to live here, and I want to be sure that newcomers also feel that way and that they truly see Vermillion as their home.

Where do you see yourself in five years? Twenty years?

I have ambitions of getting a doctoral degree later in my career, so in five years, I hope I am at an institution that provides me that opportunity while working to provide a

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great campus experience for the students of that institution, and getting involved in the community. In twenty years, I hope to be in a position at USD and in Vermillion that I am making a difference in both the community and institution! I want to be able to give back to the community that welcomed me as a student and new professional!

What is your name, and where can folks find you most days?

My name is **Shannon Cole** and I'm the executive director of the Vermillion Cultural Association (VCA)—we're the nonprofit that owns and operates the movie theater. Most days you can find me downtown; I tend to rotate between the Coyote Twin Theater, the Bean, and McVicker Plaza. I'm a media junkie. Movies, TV, podcasts, books—I'm always filling up on stories. I like local festivals, bonfires, and dinners with friends.

How did you first become familiar with/involved in Vermillion NEXT?

When I moved to Vermillion in the summer of 2016, I poked my head in to the VCDC—this was back when it was still at 6 W. Main—and nabbed a Vermillion NEXT brochure. I'd recently started a small business as a freelance proofreader and thought a young professionals organization would be useful in building connections. My first involvement was attending the UpNEXT coffee hours as just an observer. I wanted to learn about Vermillion, to help myself make sense of this new-to-me small town, and it worked! A lot of my sense of belonging in this community began with UpNEXT.

What do you wish more people knew about Vermillion NEXT?

Adulting is weird and hard. I wish more twenty- to thirty-somethings realized how useful (and reassuring) it is to be part of a non-coworker professional cohort. I've found it to be a good kind of social comparison—you see how everybody's got their own niche and skill set, and then somebody asks you about your job and while answering you suddenly you realize you're a grown-up expert too.



NEXT member Shannon Cole.



EDITH B. SIEGRIST
VERMILLION PUBLIC LIBRARY
18 Church Street · Vermillion, SD · 605-677-7060
www.vermillionpubliclibrary.org

Monday - Thursday: 8:00 am - 9:00 pm
Friday: 8:00 am - 6:00 pm
Saturday: 10:00 am - 5:00 pm
Sunday: 1:00 pm - 5:00 pm

VPL Holiday Events 2018:
Holiday Open House: November 29th, 2018 at 6:45 pm
Food for Fines: November 29th - December 31st, 2018
See our website for details!

What is your vision for your community, and how do you see your place in it?

Vermillion's got some good stuff going on and I'm excited to watch it grow, both in terms of news businesses and new energy. I'd love to see Verm become a real arts and culture hub for South Dakota, a place everybody associates with creativity of all kinds. Given the resources we already have—local writers and musicians and artists, the university and its students, the VCA's theaters, the National Music Museum, etc.—I think that's a truly achievable goal. My job puts me pretty much smack dab in the center of this vision, but it'll take a whole team of invested folks to make it come true. For now I'll take it one event, one concert, one special movie showing, and one gallery exhibit at time.

Where do you see yourself in five years? Twenty years?

In five years I'll definitely still be in Vermillion (though I'll be aged out of Vermillion NEXT!) and I like to imagine I'll also still be with the Cultural Association. In twenty years? The world changes too fast to even hazard a guess. I hope to have the same level of life satisfaction I do now!



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