

USD submits new logo for trademark

By Travis Gulbrandson

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As part of its ongoing process of "rebranding," the University of South Dakota submitted a new logo for trademark approval earlier this month.

The logo features the letters "S" and "D" intertwined – a symbol USD's director of marketing hopes can be more easily associated with the school on a national level than the "U."

"What people have been liking about it is it has a classic, timeless look. That was one of our objectives in doing this," Bob Fitzpatrick said. "The feeling has been this is a much better representation of the university on a larger basis, on a regional and national level."

Fitzpatrick said the logo has been presented to various constituencies on campus, including the Student Government Association and members of the USD Foundation.

Presentations have been made in several classes, as well.

The logo replaces the "U," which has been the symbol of USD since 2002. Fitzpatrick said that with the growth of online and distance education and the school's move to Division I played a major role in the change.

"We're being thrust into a bigger spotlight," he said. "In the past we've had logos that have included USD, S.D. and most recently the U., so there's no set answer to this thing. But an important part of it, again, a logo is a mark. It's one piece of a brand identity, and there will be a full family of brand-identifiers in their proper context. We're confident that people will like what they see."

According to one story in USD's campus newspaper, The Volante, one criticism of the new design is that it fails to incorporate a "U."

However, Fitzpatrick said there have been "very, very positive" reactions to

the fact that the university is making a change at all.

"There has been very little resistance in terms of people saying, 'Don't change anything.' In fact, there's been none," he said.

A more definitive timeline as to the implementation of the new logo and other aspects of rebranding will probably be released within the next few weeks, Fitzpatrick said.

"All I can say is, we're aiming toward introducing this for the next academic year. But we haven't put a specific date on it," he said. "The fall of 2011 our goal is to be up and running with new merchandise in stores and new logo representation on major pieces of communication."

He added that the university is trying to be as upfront with the public as possible throughout the process.

"It's a little frustrating because there are certain things we don't know yet, so we can't reveal everything," he said.



UNIVERSITY OF SOUTH DAKOTA

"But people have been appreciative of the information that they are getting."

At this early stage in the process, there could still be changes, Fitzpatrick said.

"There is still a slight chance that this may not be our logo," he said.

"There are unforeseen obstacles that could occur. But we're basically confident, and we like it."

The university is working with Lawrence & Schiller of Sioux Falls on the design of the logo, as well as other aspects of the rebranding project.

E-Team students assist with About2Buy.com company launch

What better way to learn about business than starting your own company? Students at The University of South Dakota's Beacom School of Business are learning the next best thing – by being a part of the startup of a new company.

About2Buy.com, a new company specializing in the coordination of Internet social commerce, is the brainchild of Siouxland businessman Brad Gunderson. Gunderson, who developed an idea to strategically enhance the online shopping experience for millions of social network users, reached out to the Beacom School of Business to help develop his business and, more importantly, work with young entrepreneurs to get his business off the ground.

"I thought this would be a great opportunity for students, to get them on board," said Gunderson, formerly of Gunderson's Jewelry, a Sioux City, IA and Sioux Falls, based business. "It's a way for students to see the makings of company, from the concepts and investment platforms to the execution and strategies of carrying out a financial plan."

"It takes what students are learning in the classroom and affixes those ideas to a real business," added Gunderson, who sold his interests in the family jewelry business four years ago and started working on this new venture.

USD students working with Gunderson don't disagree. Casey Franken, a finance and

economics double major from Harrisburg, is the CFO of USD's Entrepreneurship Team, an organization dedicated to promoting the advancement of entrepreneurship in South Dakota through network building, local business and organization consultation, and club-related business operation.

"This is the most exciting opportunity any college student will be offered in their time here at USD," said President of the E-Team Dustin Jeschke of Aberdeen. "We are creating new ways of doing business that can change the way we conduct business online forever."

Added Franken, the E-Team, which meets on Wednesday afternoons at Beacom Hall, is always looking for projects like this. "We strive to be a very active organization, always looking to help entrepreneurs in the area," he noted.

Franken says the E-Team has been working with Gunderson for a little more than a month. "This project became available because Brad is one of our new incubator clients and we've been up and running ever

since." As an incubator client, Gunderson reached out to Lisa Bryan, entrepreneurial studies instructor and chair of USD's Entrepreneurship Program, and the Southeast Entrepreneurial Resource Center at the Beacom School of Business. Bryan has been instrumental in lining up E-Team members who contribute a broad range of talents to the project. In fact, E-Team members are not strictly business majors and students range in experience from freshman to senior.

"About2Buy.com is exactly the model we are looking for as an incubator client," explained Bryan. "We encourage our entrepreneurs to work together with the community and USD students and staff. We are very excited about the future opportunities for About2Buy.com."

Students have been assisting

Gunderson with everything from monitoring social sites to projected earnings once About2Buy.com is ready to launch, which is in the planning stages now that Gunderson is in the process of assembling an executive team. Once the executive team is formed, the next phase of operations for the company includes lining up investors and telling them about the unique concept that is About2Buy.com.

"It's creating a broad new industry," Gunderson described About2Buy.com. "It's very flexible, allowing consumers to take control of the process."

In a nutshell, About2Buy.com will be an Internet marketplace for shoppers looking for deals on all types of items, including electronics, clothing – anything that retails online. While the concept isn't new, the experience will be as shoppers

will gain the upper hand in terms of price, selection and availability due to About2Buy.com's ability to uniquely coordinate the Internet social commerce marketplace.

Franken and his E-Team cohorts have visualized the concept and see the whole concept as a winner – for the consumer and for their future. There are also the possibilities of working with Gunderson as

interns or in a full-time capacity once the company launches later this year.

"It's an extremely valuable experience because we're taking all concepts and principles from the classroom and applying them to a real project," Franken said. "When you take something from nothing and begin to put everything together, it's a pretty valuable learning experience."



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9	8	4	3	1	2	5	6	7
7	5	1	6	4	9	3	8	2
3	2	6	7	5	8	1	9	4
1	6	8	2	7	3	4	5	9
4	7	5	1	9	6	2	3	8
2	9	3	4	8	5	7	1	6
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9 * 10 11

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32 33 34 35 * 36 37 38

39 40 41 42

43 44 45 46

47 * 48 *

The identity of the featured celebrity is found within the answers in the puzzle. In order to take the TV Challenge, unscramble the letters noted with asterisks within the puzzle.

- ACROSS**
- Julie ___ of "No Ordinary Family"
 - Stanwyck, to friends
 - Bryana, to Bernie Mac
 - Tony Award-winning Broadway musical
 - Grand ___ Opry
 - Metal bar
 - Joe Friday, e.g.: abbr.
 - Initials for Loggia
 - First solo female anchor of a weekday evening news program
 - 1999 Jay Mohr movie "___ Called Life"
 - Sitcom about a deacon
 - Black Jack, for one
 - "Titanic"; Cloris Leachman TV movie
 - "People ___ Funny"
 - Explosive letters
 - "I Love Lucy" role
 - Refrain syllables (2)
 - Bradley or O'Neill
 - Actress De Carlo
 - Initials for Felix Unger's roommate
 - Number of seasons for "Murphy Brown"
 - Actor Gross
 - NNE plus 90 degrees
 - Jennifer Garner series
 - ___ With Bob Costas" (1988-94)
 - Word in the title of Letterman's show
 - The Cowardly Lion's portrayer
- DOWN**
- "Mike & Molly" actor (2)
 - Special-order shoe
 - Setting for "Mayberry, R.F.D.": abbr.
 - Mr. Mostel
 - "Road to ___"; 1952 Crosby/Hope film
 - Word in the title of Della Reese and Roma Downey's drama series
 - Hosp. personnel
 - "The ___"; reality show that began in '04
 - Role on "Cheers"
 - Princes' school
 - Gold, in the lab
 - Prefix for regular or reverent
 - "The Smothers Brothers Hour" (1967-70)
 - Series for Stana Katic
 - Certain
 - Angela's mom on "Who's the Boss?"
 - Greek cheese
 - Of the U.S.
 - Bouquet holder
 - "Live Free ___ Die Hard"; 2007 Bruce Willis film
 - Setting for "Friends": abbr.
 - ___ Carter
 - Actress Long
 - Afr. nation
 - "Geraldo ___ Large"
 - Battery size

Solution

Lola Chaudini

L	A	T	E	L	A	T	E	L	A	T	E
L	A	T	E	L	A	T	E	L	A	T	E
L	A	T	E	L	A	T	E	L	A	T	E
L	A	T	E	L	A	T	E	L	A	T	E
L	A	T	E	L	A	T	E	L	A	T	E
L	A	T	E	L	A	T	E	L	A	T	E
L	A	T	E	L	A	T	E	L	A	T	E
L	A	T	E	L	A	T	E	L	A	T	E
L	A	T	E	L	A	T	E	L	A	T	E
L	A	T	E	L	A	T	E	L	A	T	E

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Concert to highlight USD Symphony Orchestra, combined choral ensembles

The USD Chamber Singers, Concert Choir, and Men's and Women's Chorus will combine with the USD Symphony Orchestra for a free concert on Friday, April 29, at 7:30 p.m. in Knutson Theatre, The Warren M. Lee Center for the Fine Arts on the USD campus. Dr. David Holdhusen, USD's Director of Choral Activities, will conduct the powerful Magnificat by British composer John Rutter. The concert will also feature the winners of the orchestra's annual concerto competition, Susanne Harmon, soprano; Lee

Schneider, clarinet; Andrew Paa, violin; and Kate Mathews, double bass.

The concert will begin with the first movement of the beautiful Violin Concerto by Samuel Barber. Next will come Handel's exciting aria, "Let the Bright Seraphim," followed by the finale of the sublime Clarinet Concerto by Mozart, and the first half of the concert will conclude with the exciting "Creole" Rondo for Double Bass and String Orchestra by Harry Redman. For additional information contact Rick Rognstad, 677-5722.

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