

# Fia Rose Boutique Opens Vermillion Storefront

BY SARAH WETZEL  
For the Plain Talk

As Vermillion grows it is becoming an attractive location for businesses such as Fia Rose boutique now open at 918 Cherry St. next to Subway.

Customers were welcomed with door prizes and refreshments at the grand opening Saturday.

"Vermillion was just a perfect fit because Mike and I are both alumni and we already know the town," said owner Karen Bankowski. "Currently our store manager is a Senior down here so our connection for her was she would be able to run the store down here while we still did Sunflower Photography and Fia Rose in Sioux Falls."

Bankowski, former University of South Dakota cheerleader and cheerleading coach owns and operates a photography studio in Sioux Falls.

"It just grew and grew up there," she said. "Then last year we opened a clothing line, Fia Rose in our photography studio in Sioux Falls. That went over so well. We wanted a storefront location in a smaller town. Sioux Falls is more saturated in boutiques, in photography, really in everything and we have the mall there. So really we are successful with our boutique but it's yet it's a little more overwhelming whereas a small town, it brings that community in, supports local and just really offers a variety of clothing options for a smaller town."

Though Bankowski and her husband graduated about a decade ago, they still saw many familiar faces at the Vermillion Fia Rose's grand opening Saturday.

"It was surprising how many people we did know from college days, professors and other alumni and things like that," she said. "Actually a lot of Sunflower Photography clients are from this area. They were



SARAH WETZEL/FOR THE PLAIN TALK

**Fia Rose Boutique held the grand opening of its Vermillion storefront Saturday with smiles, door prizes and refreshments.**

excited that we were coming down here. My hope is that it'll be down here once a week. More right away as we start out making sure everything is ok and orders and stuff."

When Bankowski is not able to be physically present, manager Carly Holmstrom will be keeping shop while Bankowski checks in digitally.

"She is talking about Grad school which we would love but we would support anything and at that time we would just reevaluate and open that position up if she decides to leave," Bankowski said. "We are looking to stay. We would love to be down here indefinitely."

So what's the benefit of shopping at a boutique versus a larger department or name-brand store?

"Our main word we use is 'unique,'" Bankowski said. "You're not going to get just a shirt at Target that everyone else has. You're going to get customer service when you get in the door. We want to know your name, we want to know what style you like. We want to custom fit your outfit to you but you're also going to get that uniqueness where if we run out of a shirt we typically don't reorder it we have new stuff coming in all the time."

According to Bankowski, it is possible to be unique without breaking the bank.

"The one thing we have strived with with Fia Rose that sets us apart from most boutiques is we have tried to keep our prices very, very moderate," she said. "We don't want to upcharge a lot. We want a very competitive price. We want people to be able to leave there buying three or four outfits and not feeling like they're broke."

Though the Fia Rose in Sioux Falls carries a range of children's clothing, Bankowski said that won't be as much of a focus in the Vermillion location though things may change.

"We're just going to see where the market plays out," she said. "Sioux Falls is a little more family oriented is what we've been seeing. We have a kids corner up there because in the studio I have a kids corner. We see a lot of moms that are coming in with their kids and shopping. Down here our thought process is that it may be more of a millennial age down here with the college students. That doesn't mean we just want to hit college, we like having locals and moms and everybody in here but I think the majority of ours is going to be that college age student down here."

Bankowski said those at Fia Rose are definitely open to suggestions from customers.

"Even today we've heard some, 'we really like this type of a dress' or 'red' and we knew red would be a hot seller down here obviously with USD," she said. "Tuesday I meet with one of the logo directors of USD and we will be carrying Yote clothing that we pick out at some point too, hopefully before football starts. A little more tailored toward women and stylish stuff."

Shopping at Fia Rose can also be done online at [fiarose.com](http://fiarose.com) with optional in-store pickup according to Bankowski.

"We really cater to the customer because we really want to fit everyone's needs," she said.

Bankowski has definitely had challenges in setting up the second store.

"Being a photographer we're right in our peak season of weddings and family pictures so I haven't had very many days off in general and then to have a day off we come down here to set up," she said. "Basically we set this store up in eight days down here. We've done a lot of our planning and shopping online and on our days off up there and when we can we buzz down here and get it set up. I could not have done it without Carly who is our store manager down here teaming up with us."

Bankowski has high hopes for the boutique's future.

"We have heard some people that are sort of Negative Nellies saying businesses come in and out all the time," she said. "We definitely get that but we're doing as much as we can to outreach to the community to team up with as many people as we can in local businesses because we do want to stick around for the long haul."

## Druin Graduates Basic Training

U.S. Air National Guard Airman 1st Class Austin D. Druin graduated from basic military training at Joint Base San Antonio-Lackland, San Antonio, Texas.

The airman completed an intensive, eight-week program that included training in military discipline and studies, Air Force core values, physical fitness and basic warfare principles and skills.

After Basic Training he went on to Advanced Training at Sheppard AFB in Wichita Falls, Texas. Here he graduated from Aerospace Propulsion apprenticeship training on July 30, 2015.

Airmen who complete basic training earn four credits toward an associate in applied science degree through the Community College of the Air Force.

Druin is the son of Chris and Wade Druin of Volin, S.D. Austin is a 2014 graduate of Vermillion High School, Vermillion and plans to attend USD this coming spring semester.



Druin

## Honoring Old Time Music

LEMARS, Iowa – One of America's most prestigious and honored awards, especially in rural USA is induction into "America's Old Time Music Hall of Fame."

Established in 1976 to honor contributors to America's rich and vibrant rural music heritage, Iowa is the singular state that stands out in leading the way, keeping this historical and traditional music alive and well.

Now entering its 40th year of operation, the museum is filled to the brim with past honorees that have made the trip to Iowa to receive this very special and appreciated honor.

It includes recipients like Patti Page, Lynn Anderson, Johnny Cash, June Carter Cash, Mickey Gilley, Jim Ed Brown, Bill Anderson, Mac Wiseman, Bill Monroe, and a host of celebrities who have sang and played their way into the hearts of rural folks.

This year is no exception, as Rex Allen Jr., Anita Bryant, Terry Smith, Glenn Douglas Tubb (Ernest Tubb's nephew), Don King, Roni Stoneman (the lady who played banjo on Hee Haw), Wade Landry (he has his own theater in Branson), and at least 25 more celebrities make the trek to Iowa to be inducted during the week of the 40th National Old-Time Country, Bluegrass, & Folk Music Festival, in LeMars, Iowa, August 31-September 6.

More information is available from the Everharts at [bobeverhart@yahoo.com](mailto:bobeverhart@yahoo.com) or telephoning them at 712-762-4363. Everything takes place at the Plymouth County Fairgrounds in LeMars, Iowa.

More information at the website: [www.ntcma.net](http://www.ntcma.net).

## 'Technically Speaking' Returns

Are you interested in using eBooks and audiobooks of eferred through the EBSVP library? Curious about how eReaders work? Need help setting up your new device?

During the first half of the workshop planned for Tuesday, Sept. 2 at 3 p.m., we will answer frequently asked questions. We will also discuss various eBook features and how to access or download an eBook. If you would like to bring your laptop or mobile device, stick around for the second half of the workshop where we help you set up your device. Call or stop by our circulation desk to register. There are no fees for this workshop.

The Edith B. Siegrist Vermillion Public Library is located at 18 Church Street in Vermillion. For more information call the Library at 605-677-7060.



COURTESY PHOTO

**Front row toastmasters: Matt Stone, Lee Felder, Steaffon Newsome Harris, Janice Stone, Back row: Cara Hetland, News Director; Bob Bosse, Director of Television, toastmasters: Angela Mann and Jack Dahlseid.**

## Toastmasters On The Phones

Members of the Yankton Toastmasters Club 1294 manned the phones at the South Dakota Public Broadcasting Telethon held at the Al Neuharth Media Center in Vermillion on August 8, 2015. Each member received calls from loyal SD citizens wanting to donate to SD Public Broadcasting. Lee Felder and Steaffon Newsome Harris are Vermillion residents and USD employees.

SDPB is a vital community resource producing and broadcasting high-quality, commercial-free programs and valuable community outreach projects that educate, enlighten and entertain.

Toastmasters is an organization that promotes the growth and practice of public speaking. Anyone is welcome to sit in at a meeting.

Toastmasters Club 1294 meets weekly on Saturdays at 7:30 am at the Fry'n Pan in Yankton. For more information call Jack Dahlseid at 402-640-2579.

# City Council Designates Legal Newspaper

BY SHAUNA MARLETTE  
[shauna.marlette@plaintalk.net](mailto:shauna.marlette@plaintalk.net)

Throughout the past several weeks, the Vermillion City Council has been debating which newspaper should be designated the legal newspaper of the City of Vermillion.

At issue is which paper the city will print their legal notices in for the next 12 months.

During the evening meeting held Monday, Aug. 17, the board unanimously decided to award the designation to a newspaper other than the Plain Talk.

In the course of determining which paper would be awarded the designation, the city requested a proposal (RFP) from both papers with rates. Following the presentations of the RFP during the Aug. 3 noon meeting of the council it was requested that both papers give a sample of billing using the information presented. Upon receipt of both, Mike Carlson, city finance officer, identified issues with both proposals and rates. Both papers' submissions actually overcharged what was expected.

As the process went on, Plain Talk publisher Gary Wood identified an error in the billing process of the paper that was created when the Plain Talk transitioned from a wider paper format to a smaller format – 11 pica

columns to 9.5 pica columns – which had caused legal notice advertising to be billed at a higher rate than they should have been.

"I voluntarily came back and said there was an issue we identified going back to a specific date, June 28, 2013," Wood said during Monday's noon meeting. "June 21 (2013), we were printing on a wider format paper, and June 28 (2013), we went to a more narrow format. We went from an 11 pica column inch to a column width at 9.5 pica. There was an error made. It was not identified until last week when we started looking more into this (because of the city) request. We went back and I voluntarily came back and said, 'OK, we found when this happened: that the rate of \$0.331 should have been at \$0.286 and made that adjustment.'"

Though discussion with Carlson, Wood said that the city had requested a review of several issues, the process is continuing, however, based on the information presented to Carlson, Wood agreed to refund the city the amount of \$5,469.70.

"You and I have been going back and forth on some of that and figured out what the average was," Wood said to Carlson during the meeting. "I thought it was very fair to take that higher percentage error average and offer that credit back to

the city of more than \$5,000. It was \$5,469.70. That is the difference between the 9.5 pica and the 11 pica column rates. Mike, I accepted the higher percentage rate of the two you calculated to refund back to the city taxpayers."

Wood said the mistake was an honest one.

"We don't do business intentionally wrong," he said. "There is no way we would purposely bill someone wrongly – that's just not the way I do it. I have to sleep at night, too, and the only way I can sleep at night is to know that we are doing the right thing. I think that we are doing the right thing here in attempting to go back and look at things for a lengthy period of time. I did have Tera, my classified manager, go back and look at a couple of legals, some even from 2010, again just trying to get the information together. In 2010 we under billed the city by more than \$100 on two different sets of minutes. On some of the shorter legals, we under billed the city by \$7 here, \$10 there."

However, Wood said now that the issue has been identified and corrected in the system, the error will not happen again in the future. He also noted that he has set up meetings with both the Clay County Commission and the Vermillion School District to address

the refunds that will be made to each entity.

Wood pointed out that he felt the Plain Talk, in good faith, has corrected the error made. In looking forward, Wood offered the city, council and taxpayers a great opportunity save thousands of dollars annually on the legal notice advertising.

"We have always been more than happy to work with the city to provide the right service," he said. "We have offered the city and the taxpayers of the city a discounted rate going forward upon again naming the Plain Talk the legal newspaper of the City of Vermillion. Our rate is 30 percent less going forward than the state maximum rate and the rate offered by the other newspaper."

Kelsey Collier-Wise said that the discussions of picas and billing rates had been very confusing for the board, which was why she asked for the "apples to apples" comparison. However, she said at this point it is not a bid situation.

"This isn't a bid process," she said. "Many times, we have been in a bid situation where we have said we wished we could go with the local bid, but due

CITY | PAGE 6

the one to trust  
to keep your  
body in Motion

**Yankton**  
Orthopedic Institute  
605-665-0077

Dr. Mitch Johnson  
Dr. Suga  
Dr. Dan Johnson

Sept. 8, 22  
Oct. 2  
Monday, Wednesday & Thursday

**Dakota Dunes**  
Orthopedic Institute  
888-331-5890

Dr. Adler  
Dr. Jones  
Dr. Watson

Sept. 8, 22  
Sept. 14, 28  
Sept. 24

Call to schedule an appointment.

[OrthopedicInstituteSF.com](http://OrthopedicInstituteSF.com)

ORTHOPEDIC  
INSTITUTE

No physician referral is needed unless required by insurance.

2015



## Fall EMT Course

Vermillion Fire EMS Department is pleased to announce that through a partnership with Sanford Vermillion Hospital we will be offering an EMT Course in Vermillion this fall.

**Course will start August 24<sup>th</sup>, 2015 and run thru December 12<sup>th</sup>, 2015.**

Classes will be held Monday & Thursday from 6pm-10pm and 1 Saturday per month from 8am-5pm.

For more information or to register as a student please contact our station at 605-677-7098.