

Beef Checkoff dollars to target New York

New York consumers in 2012 will be hearing more about the benefits of eating beef through the investment of South Dakota's beef checkoff dollars. The South Dakota Beef Industry Council (SDBIC) recently approved a package of promotional projects in partnership with the New York Beef Council (NYBC).

"Our main goal is to put checkoff dollars to work where they can have the most impact," says Frank Volmer, chairman of SDBIC's Promotion Committee and owner of Winner Livestock Auction. He explains that New York has a beef council, but because of the state's low cattle numbers they do not have the dollars in-state to effectively reach their own population. "SDBIC has partnered with New York for the past few years on different projects and we've had a very good response," says Volmer.

The partnership with the New York Beef Council was just one of the promotional efforts approved December 15 during the SDBIC quarterly meeting in Fort Pierre. As part of the initiative, SDBIC will help fund tours in New York that take food writers and culinary and dietary professionals to farms where they will get a close encounter with today's beef industry. A South Dakota beef producer will attend the tours, providing an opportunity to interact with tour participants and help provide accurate information about beef production. South Dakota will also partner with the New York Beef Council by sponsoring Team Beef athletes for the Boilermaker 2012 in Utica, NY—the largest 15K road race in the country, helping sponsor both a Best Burger in New York contest and a recipe contest to increase knowledge of beef nutrition cooking and the beef industry.

Additional promotional projects approved by the SDBIC board of directors include a

partnership to help sponsor an intensive educational seminar on beef at the Culinary Institute of America at Greystone, a well-known culinary school in Napa Valley, CA. The seminar will focus on securing beef's position on America's menus nationwide. SDBIC will also fund beef promotions with the Sioux Falls Pheasants professional baseball team, educational projects with South Dakota's college students and young ag professionals, and sponsorship of the Place & Plate television program which is produced in Sioux Falls and features local area restaurants, nutrition and healthful eating. The program reaches approximately 20,000 viewers weekly.

In other business, SDBIC Directors Becky Walth and Georgia Talsma were appointed as directors on the Federation of State Beef Councils. Walth, a Glenham, SD, beef producer, serves as Region VII Vice President of the Federation and was re-appointed to a three-year director term. Talsma, Springfield, SD, was appointed to fill a one-year term.

Directors also heard reports from SDBIC's representatives on the U.S. Meat Export Federation (USMEF). John Symens, Amherst, SD, and Wayne Tupper, Kimball, SD, attended the USMEF meeting in Tucson, AZ, in November. Symens shared information from a Cornell University economist indicating that each dollar invested in USMEF's export programs generated an average net return of \$3.87 for the beef industry, translating to an increased net revenue of \$46.3 million. Currently, 14% of U.S. beef production is exported, adding \$200 per head value. The U.S. is the largest exporter of beef, followed by Australia and Brazil.

The next SDBIC quarterly meeting is scheduled for April 5.

Communities participate in the Great Community Book Read

Thirteen South Dakota communities are participating in the Great Community Book Read — more are welcome.

The Great Community Book Read assists communities in examining the use of their educational resources and the consequences of those decisions. The participants are focused on taking simple action steps to make their communities more attractive to high school graduates.

To participate community members commit to reading and discussing the book, *Hollowing Out the Middle: The Rural Brain Drain and What it Means for American* by Patrick J. Carr and Maria J. Kefalas. It is a study of graduates of a small town high school. The authors identify four types of graduates:

- The Achievers - those who are programmed to leave the community;
- The Seekers - those who want to see the world and get out of town;
- The Stayers - those who remain, don't

participate in any postsecondary education, and have limited employment opportunities;

- The Returners - those who earn postsecondary education, develop careers and return to raise a family.

Participants discuss the categories and then brainstorm strategies for taking action to make their communities more attractive to the categories of graduates.

Thirteen communities have participated so far. Some of their action steps include:

- Armour-organizing a second book read for school board members and school administrators;
- De Smet-creating an organization that supports and attracts the interests of Returners and developing incentives and resources for entrepreneurs;
- Gregory-creating scholarships for technical education and bringing technical training to town for Stayers;
- Iroquois-start a community newsletter

and developing a skills and interest inventory of the residents;

- Montrose-developing marketing materials that focus on the Returners;
- Scotland-holding a meeting with Stayers to determine their interests in the community;

• Tripp-exploring a mentoring program;

• Wagner-organizing a monthly book club to hold discussions of nonfiction, community issue based books, and opening a high school skills lab for adult Stayers;

• Webster-working with existing event planners to add activities that interest Returners;

- Volga-creating a Volga Facebook page to communicate with potential Returners and exploring the feasibility of creating an adult evening school.

For more information about the Great Community Book Read discussions or to schedule one, contact Dave Olson (605-588-5614) or David.Olson@sdstate.edu.

State Historical Society website includes 1898-1899 South Dakota Brand Book

The South Dakota State Historical Society-Archives recently added an online index listing more than 1,500 names of brand owners listed in the "South Dakota State Brand Book, 1898-1899."

Volunteers created the database from the brand book index.

"We are always thankful for the help volunteers provide to the State Archives," said Chelle Somsen, State Archivist. "This website will be a useful tool to our researchers."

The Sioux Stock Journal Press, owned by John Hayes in Fort Pierre, published the book. The book is in the State Archives - Special Collections Library at the Cultural Heritage Center in Pierre. The State Archives has two copies of the brand book - one of which is a copy Hayes presented to former State Historian Doane Robinson on Oct. 19, 1900.

As the book notes, "The South Dakota State Brand Book contains all the brands and marks for which certificates have been



This undated postcard is titled, "Branding on the Plains." (Photo courtesy of the South Dakota State Historical Society-Archives)

issued in the state, and now on file in the office of the State Board of Brand and Mark Committee ..."

Information includes last and first name (or company name) of brand owner, town address, and page number for their brand. The website is an index only, and does

not include an image or description of the brand itself.

Visit the State Archives website at www.history.sd.gov/archives and link to the "For Genealogists" website. The website lists the "SD Brand Book, 1898-1899" index, as well as other searchable databases

available on the State Archives website.

To donate items relating to the history of South Dakota, please contact Matthew Reitzel, manuscript archivist, at (605) 773-3615; or Dan Brosz, curator of collections, at (605) 773-6013.

BOARD

From Page 1

teachers to attend a number of professional development meetings.

In a state budget blueprint presented to lawmakers by the governor on Dec. 6, Daugaard announced that he has included more than \$8 million in one-time money that will be used to fund a two-year teacher training program.

The Investing in Teaching Initiative will provide financial resources to assist with the implementation of Common Core academic standards and a new teacher evaluation system. A portion of the professional development funding will be used to improve science instruction and to support SDMyLife, a software tool that

helps students make career choices.

"How do you decide who gets it, because that wouldn't cover all teachers," Nygaard asked board members.

"Some will definitely take advantage of it, and some may not," Girard said. "There's not enough detail there for us to know how this will work."

"The biggest concern is that we all want teachers to receive compensation for what they do," Lavin said. "That's not what any of us feels is inappropriate about this - it's just how it's going to be given to them and the fact that there may or may not have been any thought into what the additional costs over the long term may be to the districts. Those credits earn them something - not just in what the state may provide through this program."

"If we are going to provide this as a bonus to teachers," Jones asked, "do

you think one amount (is appropriate), no matter what level or tenure is with those teachers?"

"I'm in favor of it being across the board the same," Lavin said. "Does a teacher whose been teaching for 30 years warrant more than somebody who has been teaching for three? They are both teaching. I know that there is a pretty strong opinion probably within the teachers union that seniority has value, and I guess my opinion is different than that."

Nygaard said that at times, ideas concerning education funding are backed by different lobbying groups.

"You have all kinds of interested parties that are making money by putting these programs together," he said. "I have great faith in what our administration and our teachers in this state can do if just given some funds to do it, because they've evidenced that in the high scores that our young folks

return each year on ACTs.

"Is this a good position for District 17, at least on my side in the Senate, that this will need a lot more clarification and that you would rather have this funding plugged into your local budget?" Nygaard asked.

"Local control is always of the utmost importance," Stammer said, "because one of the things mentioned about this is that in the second year (of the Investing in Teaching Initiative) the state would focus on implementing the Charlotte Danielson Framework for teaching. We're doing that now, this year."

"We're implementing a lot of that; we're going to have some training coming up with it," he said. "So, local control is always important, because what's good for our district might not be good for another district."

"We'd all be in agreement that some training dollars are important," Froke

said. "We have some things to address with Common Core and the Danielson model, and training on the counseling program SDMyLife. If the state had come out and said we are going to put \$1 million toward that, we would have felt good about it, but I was really taken back by this \$8.4 million. Most districts in the state didn't give any raises last year, so staying with that theme, with what's being done with the state employees, we can apply a number of dollars here with our own school district employees as well."

In response to a question from Nygaard, the superintendent noted that the Vermillion School District is a leader in implementing the Charlotte Danielson Framework for teaching.

"I'm getting a number of requests from administrators for our policy and our instruments because nobody really knows how to deal with it yet," Froke said.

PLAN

From Page 1

officials are also expecting a \$40,000 loss in interest revenue from funds on account, meaning a total revenue loss in the general fund of \$115,000.

School officials are also projecting that increased costs to the general fund may total \$110,000, in the form of a \$60,000 increase in health insurance, a \$25,000 built-in payment for teacher college credits and degrees and \$25,000 for the bus contract, utilities and other fixed costs.

"The governor's proposal for funding won't even take care of our health insurance increase," Froke said. "And we have some ongoing costs spread over an \$8 million budget, such as the bus contract. Our utility costs go up each year, and other costs as we

get into the budget are sure to arise."

The bus contract, along with utility and other fixed costs are expected to total \$25,000. Total increased costs to the general fund are expected to total \$110,000.

"When we total the loss of revenue and our increased costs, we come up with a total of \$225,000 of loss," he said. "We then plug in the increase from the governor of \$43,000 and subtract the \$43,000 from the \$225,000 loss, so our actual funding shortfall from one year to the next is \$182,000."

Just to meet that shortfall could mean reducing staff by as many as four teachers, Froke said. "I don't know that it will happen, but that gives you some point of reference. And this year, we've budgeted a \$238,000 use of reserves. That doesn't just go away; that carries forward each year, so you have to add our

funding shortfall to our use of reserves, so starting out, we are down \$420,000 in our general fund budget.

"We always seem to underspend our budget; we try to underspend it by about \$200,000, so we'll look at that \$182,000 as a figure we can probably work with," he said. "Last year, we didn't give any raises, and there are no raises plugged into this projection. It's a dismal picture. I was really surprised at how positive the presentation was accepted after the governor talked, because it took us about 10 minutes to figure out where we were going to be as a school district with only \$35 more per student."

"I'm sure you'll find that most schools in your (legislative) district will be facing a similar scenario," Vermillion School Board President Mark Bottolfson told the legislators, "because about all of the schools in your guys' district probably have declining

enrollments."

Per-student funding will increase slightly next year and school districts won't have to absorb the full cost of implementing two major state school improvement initiatives, according to Gov. Dennis Daugaard's FY13 budget blueprint.

During his Dec. 6 address to lawmakers, the governor outlined his plan to increase ongoing state general fund spending by \$93 million next year. Nearly \$37 million of the increase is needed to fill a gap created by the loss of federal stimulus money, which was used to fund a portion of the state's obligation to K-12 schools and higher education. The remaining \$56 million will be spread across the state budget, with the largest portions set aside to fund Medicaid programs, state employee salaries and K-12 schools.

The governor's budget also

recommends \$75 million in one-time general fund expenditures, including \$25 million in reserve spending to cover the state costs for natural disasters. The bulk of the one-time money will be paid out of the current budget year, but \$28 million will come as part of the state's FY13 budget.

South Dakota public schools will receive a blend of ongoing and one-time increases. The

governor's spending plan includes the legally required increase to the per-student allocation and a one-time allocation of \$31 per student. Factoring in one-time money received in FY12 and budgeted for FY13, per-student funding will increase by \$35 next year, a 0.8 percent increase.

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