

# One in a *Ver*Million

## Meet Crystal McGuire

**By David Lias**  
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Crystal McGuire has only one job title at The Main Street Center in Vermillion – director – but her duties in that role are many and varied.

It's a role Crystal has held for just over six years.

"I'm responsible for fundraising, the marketing of the program – and that can be everything from marketing of some activities we have to promoting some of the things that are going on, such as The Tomorrow Project," she said. "I'm the bookkeeper, the office manager and the program director. We've tried a lot of different things; we've tried dance and we've added the exercise studio.

"One summer we even had our own exercise program and a bunch of us took turns directing that," Crystal said.

"I'm also the building and facilities coordinator ... and I help with the monthly newsletter for the center, and serve as the general coordinator of the activities that go on from day to day."

She believes that one of the most important of her many duties is to serve as an advocate for senior citizens in the Vermillion community.

The Main Street Center is open every weekday, and meals provided through the Rural Office of Community Services of Lakes Andes are served there each day.

"People can come here and have a meal, and sit down afterwards and read a newspaper, or socialize with friends," Crystal said.

Those who can't make it to the center also benefit, as the building serves as the place where meals are packaged for the Meals on Wheels program. Volunteers pick up

the packaged dinners from The Main Street Center and deliver them to homes throughout the community.

"Our local agency that's here is called Dakota Senior Meals, and that would be the staff, and they have their own board," she said. "It's a separate entity, but the two of us – Dakota Senior Meals and The Main Street Center – really need each other to make a good program."

Membership at The Main Street Center currently numbers 310. "One hundred of them are lifetime members," Crystal said, "and 210 are annual members. People don't have to be a member to eat lunch here, so we have a lot of people who may come through the door and receive some sort of service here without being a member."

These are exciting times at The Main Street Center. The dedication of the center's members and the assistance of community organizations have instilled optimism that significant improvements to the center's facilities can be made.

The board of directors of The Main Street Center has launched The Tomorrow Project aimed at making significant improvements with an estimated total cost of \$200,000 to the center's building in phases through 2014.



**CRYSTAL MCGUIRE**

The project has received a significant monetary incentive from the Dakota Hospital Foundation which has pledged to provide up to \$90,000 over the next three years as long as The Main Street Center reaches fundraising goals over that time period that will be matched dollar for dollar by the foundation.

Crystal assisted in the kickoff of fundraising activities last fall by sending correspondence to local banks

that includes a description of The Tomorrow Project and a request for pledges. The letters were followed by personal visits by Main Street Center representatives.

Local architect Sandy Dickenson has developed a five-phase plan for improving the center's building. All of the work is scheduled to be completed in November 2014.

"When I feel the best is when I've accomplished something good for the benefit of members of the

center," Crystal said. "It's a good feeling to accomplish something good that benefits others, whether it be a fundraiser and everyone has a good time, or whether we sponsor a program that people really find interesting and that compels them to ask lots of good questions – and they enjoy it and really get a lot of value out of it.

"That's when I really feel good – to make sure that someone really benefits from something I've done," she said.

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Register to submit your photos: 1 entry per email address  
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**0-6 months • 7-12 months • 13 months-2 years • 3-4 years**

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