

One in a Vermillion

Meet Rita Houska

By David Lias
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When Rita Houska began her business, Rita's Purse-O-Nalities, in the Yankton Mall about five years ago, she started small.

"I started in a little corner of an antique store, with just purses and jewelry, and then it just grew," she said. "I've moved about four times now in the mall, and have expanded and expanded."

Rita and her husband, Randy Houska, live in Vermillion, and Randy suggested her business growth should include a shop in Vermillion.

Rita initially resisted that idea. Not long ago, however, a shop in the heart of downtown Vermillion closed, and Rita saw the "for rent"

sign in one of the storefront's windows facing Main Street.

She decided to rent the space, and opened Rita's Purse-O-Nalities at 6 West Main Street on Oct. 1, 2013.

Both the Vermillion and Yankton locations are operated by family members, she said. Her retail business continues to grow as she strives to meet the needs of her customers.

"I started (in Yankton) with just a little bit – maybe \$4,000 or \$5,000 worth of stuff, of jewelry and purses," Rita said.

"After that began to sell well, we went to markets. We went to Atlanta, and after you go to markets, there are all kinds of stuff, and that at first just sort of overwhelmed me."

Attending markets,



Rita Houska cuts the ribbon to mark the opening of her downtown Vermillion location of Rita's Purse-O-Nalities at 6 West Main.

(Photo by David Lias)

however, gave her the chance to see new products and add them to her stores' inventories.

"I'm always researching," Rita said. "I'm always seeing what's out there."

Rita's Yankton location fills a niche for people seeking unique gift items, such as wine glasses and children's clothing.

The shop in Vermillion is currently enjoying a resounding success after being open a bit more than three months.

"A lot of people think that it (the success) is from the college kids, but I've gotten a lot of support from the town of Vermillion itself," Rita said. "I'm really happy about that, too. Things are going very well in Vermillion. We had a very good holiday season."

Owning not just one, but now two stores gives her more opportunities to do what she loves the best.

"I like the people that I get to visit with, and I

love to decorate," Rita said. "I'm non-stop decorating, and tearing things apart. And I love the freedom – I get to work with my daughter and my sister. Not very many people get to do that."

"Owning your own business is nice – you want to do it, you don't have to do it," she said. "I just love people and having the chance to take care of them."

1101 Announcements - Events

BERGEN LUTHERAN Church: "The little white church on Timber Road." Worship 9:00 a.m. Sunday School 10:15 a.m. Pastor Ralph Egbert

Blessed Teresa of Calcutta Catholic Church, 995 N. Sioux Point Road, Dakota Dunes, SD. Weekend Masses: Saturday, 4:30 p.m.; Sunday, 9:30 a.m. and 5:30 p.m.

BRULE Creek Lutheran Church, Elk Point, SD: Worship Service 11:00am, Sunday School 9:45am to 10:45am.

CHRIST OUR SAVIOR Wisconsin Evangelical Lutheran Synod: Worship Sunday 6:00 p.m., Bible Study Tuesday, 9:00 p.m., Neuharth Center, 624-5398 or 1-800-998-1234

CHURCH OF CHRIST, 102 Prosp: Sunday Worship 10:00 a.m.; Bible Study 9:00 a.m.; Bible Study 12:00 noon; Wednesday Night Classes, 7:00 p.m.

Concordia Lutheran Church (LC-MS) 7 South University Street, Vermillion. Divine Service – Sunday, 10:30 a.m.; Sunday School – Sunday, 9:00 a.m. Pastor Samuel Needham. Contact us at (605) 624-3459 or at lcmvermillion.org

CORNERSTONE CHURCH: *A Place To Grow:* Located at the corner of Crawford & Cherry St. Celebration Service: Sunday during the School year 9:00am and 10:30am (subject to change during holidays) in the summer Sunday 10 AM. Check us out at cornerstonesd.org or call (624-8809) for further information.

DALESBURG BAPTIST Church 30503 466th Ave., Beresford, Pastor Darren Regehr. 9:45am, Sunday School; 11:00am, Morning Worship; Mid-week Services Wednesdays, 7:00pm. (605)253-2622.

Dalesburg Lutheran Church: 12 miles North of Vermillion on University Road. Worship Services 9:15 a.m. Sunday School 10:45 a.m. Website: www.dalesburglutheran.org

Elk Point Baptist Church. Sunday worship at 11:00am, Tuesday evening Bible study at 7:00pm. 101 North Green St., Elk Point, SD 57069. (605)222-1981

FAITH FELLOWSHIP of the Open Bible on Bypass 50 and Highway 19: Sunday Celebration 10:30 a.m. Pastor Tony Armbrust, 624-2921.

FAITH LUTHERAN CHURCH: 401 Main Street, Makell, NE. Sunday School 9am. Worship: 10am. Communion: 1st and 3rd Sundays. (605)658-0240 (home) (402)-692-3323 (church).

Faith United Lutheran Church, ELCA, 44874 303rd St/Po Box 168, Volin, SD 57072, (605)267-2277. Sunday Worship: 9:30am with Holy Communion the 1st & 4th Sundays. WOW Wednesday program beginning at 6:30pm for all children 3 yrs old - 7th grade, and confirmation classes for those in grades 8th & 9th.

Town Square I & II Apartments 505-507 W. Main St. Vermillion, SD 57069. 1 BR apartments for anyone 55 years of age or older, or persons with disabilities. Please call 605-624-5218 or visit www.oakleafpm.com. Utilities are included and we are pet friendly. Rental assistance available to those who qualify.

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Equal Housing Opportunity

Fran Moore's Family invites you to join them in celebrating her 90th Birthday.
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Thank You
 The family of Ivan D. (Van) Pierce is very grateful for the wonderful memorial service provided for our father, grandfather, brother, partner and friend at the Vermillion Fire Station on January 4, 2014. Special thanks to those who actively participated in the memorial service: The Vermillion Fire Department firefighters and Chief Shannon Draper, Doug Brunick, Ray Decker, Tom Sorensen; and also Dale Johnson, Jan Daggett, Dan Christopherson, the Masonic Brothers of Vermillion Incense Lodge #2 and Hansen Funeral Home. We also thank the care providers at Sanford Vermillion Medical Center and Care Center, and Sanford Vermillion Hospice for their professional care and support.
 Deanie Christopherson, Linda Lee (Rodney) Yates, Joan (Richard) Dunlop, Beverly (Elmer) Mount, Cheryl (Matt) Cisowski, Stefane Griffin, Mathew Yates, Michael Yates

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See your P.A. same day.
 Amy Fluit, MPAS, PA-C
 When it comes to Family Medicine, it's a natural for Amy M. Fluit, MPAS, PA-C. Providing care to all at the Vermillion Medical Clinic, Amy spent many years as a PA in an OB/GYN clinic. Her dedication is to her patients as well as to being part of the team assisting Drs. Dendinger, Krell and Yelverton; and Michelle Chaussee, MPAS, PA-C in providing comprehensive primary care to patients of all ages.
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