

PLAIN TALK

Volume 129 Issue 26
USPS 657-720

FRIDAY, JUNE 26, 2015

PROVIDING ORIGINAL CONTENT SINCE 1884 | WWW.PLAINTALK.NET



75¢



Debating The Issues

Forum Panel Fields Questions About Upcoming Election

BY SHAUNA MARLETTE
shauna.marlette@plaintalk.net

If the turnout for Tuesday's forum hosted by the VDCDC Legislative Affairs Committee on the upcoming special election set for June 30 is any indication, community members are very interested in the Malt Beverage Tax and the Daycare Ordinance at the center of the debate.

Held in the City Hall Council Chambers, community members offered questions for nearly two hours on the issues helping to clarify the debate in



TUESDAY, JUNE 30

order to help decide which way they want to vote.

The special election issues are:

- Imposing a charge upon malt

beverage purchases;

- Creating a requirement for day care businesses to register with the city and provide for certain health and safety requirements.

The first half of the evening focused on the malt beverage tax. In February, the City Council unanimously approved the second reading of Ordinance 1325 to implement a 5 percent malt beverage markup on the wholesale cost and freight of malt beverages beginning on July 1.



SHAUNA MARLETTE/FOR THE PLAIN TALK
Matt Zeman and Jesse Jastram, speak against the Malt Beverage tax imposed by the city to help pay for the Prentis Park Pool Project during Tuesday Night's forum regarding the upcoming June 30 special election.

FORUM | PAGE 14

A Crowning Achievement

BY SHAUNA MARLETTE
shauna.marlette@plaintalk.net

Growing up in Hot Springs, Autumn Simunek, a senior at the University of South Dakota (USD), always knew that she loved the Miss America and more closely the Miss South Dakota pageant.

However, this weekend that love was turned into a crowning moment as she reached one of her ultimate goals: being named Miss South Dakota.

"Originally, I am from Hot Springs, where the pageant has been held for 69 straight years," Simunek said in an interview with the Plain Talk. "I grew up in this organization. I have been a part of it for more than 15 years of my life. I looked up to the women who competed, these independent, intelligent, strong women. Then I realized I wanted to compete in the pageants. I won the Miss South Dakota Outstanding Teen title when I was 14 and knew from then on out that I wanted to become Miss South Dakota."

Simunek was crowned Miss South Dakota 2015 Saturday night. Her platform is "5 Stars For Serving Those Who Served." For her talent, she performed the classic pop vocal "Hallelujah." Simunek is the second former Miss South Dakota's Outstanding Teen in a row to go on to win the title of Miss South Dakota.

"This year was my fifth year competing, so it took

me awhile to get there, but in the end with determination, perseverance and patience I was able to win the title of Miss South Dakota," she said. "The scholarships were a huge reason I wanted to win the Miss South Dakota title, it is a huge component in the Miss American Organization. In order to pursue my education at the University of South Dakota it was extremely important for me to have scholarships and I am going to be able to graduate, after I am done with my student teaching next year, completely debt free."

Throughout the week-long pageant Simunek had great success.

Simunek won the preliminary talent award Thursday night. She also won the \$1,000 Miss America Community Service Award, Top Fundraiser Award, State Quality of Life Scholarship, Children's Miracle Network Miracle maker award, as well as \$10,000 from the Miss America Organization for the Jean Bartel Military Awareness Scholarship.

"The Miss South Dakota Pageant is part of the Miss America Organization, so it focuses on four areas: service, style, scholarship and success," she explained. "So, this past weekend 16 women from across the South Dakota came together in Hot Springs to compete for the title of Miss South Dakota in the areas of

SIMUNEK | PAGE 6



COURTESY PHOTO

University of South Dakota senior Autumn Simunek was crowned Miss South Dakota 2015 this past weekend in Hot Springs. Simunek will represent South Dakota at the Miss America pageant in Atlantic City in September. The pageant will be televised on ABC on Sept. 13.

More Than A Game

New USD Major Prepares Students For Sports Marketing & Media Careers

BY RANDY DOCKENDORF
randy.dockendorf@yankton.net

VERMILLION — When it comes to career opportunities, the University of South Dakota believes sports is more than fun and games.

In fact, the sports industry has become a booming business.

In response, USD is adding an undergraduate degree in sports marketing & media starting this fall on the Vermillion campus. It will teach broad skills in marketing, advertising and public relations, event management and law/ethics. Students can then create a specialized major.

Michelle Van Maanen, chair of USD's Media & Journalism Department, said the program will help fill demand in the sports and sports entertainment industry.

"A Bloomberg Businessweek article ... noted that 'the sports industry in the U.S. is a \$200 billion-plus powerhouse,'" she said.

She predicted the new USD program will draw national attention.

"The new major is not only unique in the region," she said. "There are only a handful of programs in the country that combine the areas of sport marketing & media."

By combining sports marketing and media, students will understand how the sports industry as entertainment and a leisure pursuit — serves the public's needs, she said.

Classes will be taught through four existing majors: kinesiology and sport science, media & journalism, communication studies and business marketing.

Students can design their major to fit their specialized interests, VanMaanen said.

"For example, if they are interested in multimedia design for scoreboard or online media products, they

MAJOR | PAGE 6

Hummel Autopsy Results Released

BY ELYSE BRIGHTMAN
elyse.brightman@plaintalk.net

Attorney General Marty Jackley and Clay County Sheriff Andy Howe announced in a press release on Wednesday that the autopsy of Alicia Hummel's death has been completed and that her cause of death identified.



Hummel

Cause of death was due to drowning with contributing circumstances of an incised wound to the neck and blunt force injuries to the head. Toxicology reports were negative for any alcohol or controlled substances.

Law enforcement continues to seek the public's assistance with information that may assist in this homicide investigation. Alicia Hummel, 29, Sioux

City, Iowa, was found in the late afternoon on June 1st near the boat dock at Myron Grove, also known as the Highline Area of Clay County. Authorities are asking for the public's help with information on any suspicious activity in this area on June 1, 2015.

"The next steps in the investigation are to follow up on any leads from the case," said Howe when contacted by the Plain Talk.

He was not able to give any further information regarding the investigation.

Individuals with any information are asked to contact the Clay County Sheriff's Office at 605-677-7100.

Johnson Rolls Final Movie Reel

BY SHAUNA MARLETTE
shauna.marlette@plaintalk.net

For Terry (TJ) Johnson it is fair to say that movies have played an important role in his life.

Growing up the son of theatre owners, Johnson said he began working in his parents theatre when just a child. When he went to college at Wayne State in Wayne, Nebraska he was approached by (the owner) Jack to manage a theatre in Wayne, and then 30 years ago was transferred to Vermillion's Coyote Twin Theatres, where he stayed until last Friday.

"He knew my parents owned the theatre in West Point, Nebraska, so he came to my dorm hired me part-time at the theatre in Wayne," Johnson said. "I worked there all through college, went away tried to work in my degree, couldn't find a job. He happened to call six-months later and ask if I wanted a job in



SHAUNA MARLETTE/FOR THE PLAIN TALK
Terry (TJ) Johnson is pictured at his retirement party at the Coyote Twin Theatre in Vermillion Friday. Johnson is retiring after serving as manager for the last 30 years. Michele Haacke has been named the new manager.

Vermillion. I jumped on it." Fast forward 37 years (30 years in Vermillion) Johnson has said it is time to step away and into a slower pace of life. "It is a young person's job," he said. "I could still do it, I just don't want to. I have

been doing it my whole adult life. It is tough on family life. It is time to move on and let someone else do it. Not that it isn't enjoyable, just a fast pace that I just want to stop." Johnson said his favorite aspect of the film industry has

always been projection.

"My favorite memory would be going through all phases of the film industry," he said. "Because when I started out it was reel-to-reel with carbon arc projectors. I learned how to project when I was 12, did it on my own when I was 14. You went from Carbon Arc to Xenon Bulbs, from reel-to-reel to big reels to the platter system to digital. It is all a progression."

While he said digital is actually kind of boring, it is a beautiful image.

"Set the computer and you're done," he said. "But the image is beautiful, so you have pluses and minuses."

He added that he is ready to be done, but will miss interactions with the people of the Coyote Twin Theatre.

"It's hard to walk away from my customers and the employees but not from my office," he said. "Michelle

JOHNSON | PAGE 14