

Alley, Packard recipients of ADDYs

Jason Alley, founder of Message Advertising, a Rapid City marketing and communications firm, along with Aaron Packard Photography of Vermillion captured the Tommy Award, or Best of Show, in the consumer/trade publication campaign category for their work with Black Hills Ammunition.

Alley also received a Judges Choice Award for the Lakota Voice Project in the integrated campaign category.

In the category for Elements of Advertising Aaron Packard was awarded a gold for his Black and White imagery for Black Hills Ammunition and Silver for the YMCA "Any One Can Be Fit" imagery. Here is a list of other awards to Jason Alley and Aaron Packard:

- Gold ADDY**
 - Sales promotion, catalog: to Message for Black Hills Ammunition 2013 Product Catalog
 - Integrated campaigns, regional/national consumer: Gold ADDY to Message for Black Hills Ammunition "It Started with our Hands" campaign
 - Elements of advertising, still photography: to Message for Black Hills Ammunition photography campaign
 - Elements of advertising, cinematography: to Message for



Black Hills Ammunition "It Started with our Hands" video
Silver ADDY

- Sales promotion, video sales presentation: Gold to Message for Black Hills Ammunition brand video;

- Consumer or trade publication, campaign, color: to Message for Black Hills Ammunition "It Started with our Hands" magazine ad campaign

- Elements of advertising, still photography: Silver ADDY to Message for "Anyone Can Be Fit" photography campaign

The American Advertising Federation-Black Hills awarded its 2013 ADDY Awards on Feb. 22 at the Dahl Arts Center in Rapid City.

The annual awards, which are given for print, broadcast, out-of-home and public service advertising in all media received a total of 98 entries, which are judged on creativity, originality and innovative strategy.

Ten received gold ADDYs, of which five were awarded to Jason Alley and Photo by Aaron Packard, and 23 received silver ADDYs of which five were awarded to Alley and Packard.

Gold winners automatically advance to one of eight district competitions; silver award winners can choose to enter their work at the next level. District winners go on to compete in the national ADDY Awards contest.

Cattle program has new user-friendly database

The South Dakota Certified Enrolled Cattle Program now has a very user-friendly database, using Viewtrak Technologies Inc. software which can be found at www.sdcec.sd.gov

The South Dakota Department of Agriculture (SDDA) has been working closely with Viewtrak to update the South Dakota Certified Enrolled Cattle database. Producers who are enrolled in the South Dakota Certified Enrolled Cattle program can now enrol, transfer and track their cattle from their office, their home computer or even their iPad or tablet.

The South Dakota Certified Enrolled Cattle program is administered by the SDDA. South Dakota Certified Enrolled Cattle is a tool available to South Dakota cattle producers that provides third-party verification of specific marketing claims.

For more details please contact Sarah Caslin, Livestock Development Specialist, at SDDA at (605) 773-5436 or visit www.sdcec.sd.gov.

Agriculture is South Dakota's No. 1 industry, generating over \$21 billion in annual economic activity and employing more than 122,000 South Dakotans. The South Dakota Department of Agriculture's mission is to promote, protect, preserve and improve this industry for today and tomorrow. Visit them online at www.sdda.sd.gov or follow them on Facebook and Twitter.

BOWL

From Page 05

Matt Kruse	212	
<u>High Scr Series-Men</u>		<u>Score</u>
Justin Ebsen	639	
Matt Kruse	580	
Larry Wittmeier	530	
<u>High Hcp Game-Men</u>		<u>Score</u>
Keith Joy	262	
Kyle Kelly	260	
Justin Ebsen	259	
John Bloom	259	
<u>High Hcp Series-Men</u>		<u>Score</u>
Justin Ebsen	738	
Dustin Schempp	713	
Matt Kruse	703	

Ladies Bowling League Feb. 26, 2013

Teams	Won	Lost
Aramark	189.0	106.0
Dakota Realty	185.0	114.0
Flannery's	158.0	142.0
Team BK	134.5	164.5
Whimps	117.5	180.5
<u>High Scr Game-Team</u>		<u>Score</u>
Aramark	595	
Whimps	584	
<u>High Scr Series-Team</u>		<u>Score</u>
Aramark	1755	
Whimps	1622	
<u>High Scr Game-Women</u>		<u>Score</u>
Judy Barta	192	
Candy Lomica Joy	190	
<u>High Scr Series-Women</u>		<u>Score</u>
Sandy Marker	505	
Candy Lomica Joy	464	
<u>High Hcp Game-Women</u>		<u>Score</u>
Candy Lomica Joy	238	
Judy Barta	235	
<u>High Hcp Series-Women</u>		<u>Score</u>
Callie Beach	618	
Candy Lomica Joy	608	

BAN

From Page 01

leadership role in it. I think it would help with the other cities to put a peg in the ground and say this is the right thing to do."

Vermillion Police Chief Matt Betzen was on hand during the meeting to provide the council members with information regarding a possible texting ban.

He said he would support such a ban, as it sends a clear message to drivers about legal expectations.

"Right now, technically, if you're texting and driving, and you get into an accident or cause some kind of motor vehicle obstruction ... you've committed reckless driving or careless driving," Betzen said.

"One of the opponents was saying, 'This is already against the law,' and it is to an extent," he said. "If you're out texting and driving and get into an accident, we can charge you with reckless driving. It doesn't address the behavior before the reckless driving, though."

If an accident doesn't happen, law enforcement can't prove reckless driving, he said.

"Right now, if they're just driving down the road and I see someone (texting), it's very hard for me to address that behavior, because nothing has happened," Betzen said. "If they're stopped at a stop sign doing their text messaging, there's really nothing against the law for doing that at this point."

"They're not engaged with driving, so they shouldn't be doing that, but there's no tool for addressing that," he said.

Betzen added that an actual texting law would go a long way toward deterring people.

"The reality is, most people do what the law says they're supposed to do," he said. "Even if some people are willing to violate the law, they usually stay within the parameters of close to where the law is."

"I'm speculating that some people may go faster than the posted speed limit, but they usually stay within a few miles of it, because that's where the deterrent is, and they know the further they get away from that deterrent, the more likely they are to get into trouble," he said.

There are weaknesses, however. For one thing, the law would be difficult to enforce. In its first month of enacting a ban on texting while driving, Sioux Falls police wrote only one ticket for the offense.

Another weakness is that change can be painful, Betzen said.

"When we do write that ticket, someone's going to come and complain to you, the council that passed this ordinance, because it's unfair," he said.

"That's a weakness of any type of ordinance that you pass, that ... people are going to be upset whenever they get the ticket."

Perhaps the biggest weakness, Betzen said, is that South Dakota does not have a consistent law on the matter.

Currently, only Sioux Falls, Brookings, Watertown and Huron have enacted texting bans.

"You might even say it's unfair if you're driving from Yankton to here, and Yankton doesn't have a law, and we say we do have a law. There's a different expectation," Betzen said.

One way to cut down on confusion would be to post signs at city entry points, he said.

Collier-Wise said that while it's a good thing there are representatives from

each county in the state serving in the legislature, this could also have led to the texting bills' failures to pass on a state level.

"Part of the problem is ... there are a lot of places that have very different traffic issues than the 10 largest cities, and obviously where you're seeing this happening is where the populations are," she said. "Maybe out in the middle of Perkins County, it's just not that much of an issue, but they don't have to deal with thousands of students coming in every year that use texting as a primary means of communication."

"Unfortunately, I don't think they necessarily ... have the same priorities we do (on the issue)," she said.

Betzen agreed, adding, "I think it's one of the biggest issues in our society, like drunk driving was when I came into law enforcement 25 years ago. It's the right thing to do to say this isn't the right thing to do. The right thing is to pass a state law. It's unfortunate the state chose not to pass a law."

The council members present at the meeting agreed to have the city attorney look into the wording such a law will require. No formal action was taken.

DRUG

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synthetic drugs are dangerous.

"Too commonly synthetic substances can be damaging to young people and adults alike, whether it's because of an overdose or because of simply the substances that are in the drug," he said. "Too often these types of things result in a young person trying it for the first time, and ending up with either brain damage or (dying)."

Parents need to understand that drugs are no longer just traditional substances like marijuana and pills, Passick said.

They also need to know that the problem is a local one.

"Vermillion's kids are being affected by these things," he said.

TALK

From Page 01

educational element, working with the state's technical centers on training and helping K-12 schools bear the cost of English language training when a project draws workers from other cultures.

Thirty percent of the Building South Dakota Fund would be dedicated to workforce education. Of the remaining money, 25 percent would go to the South Dakota Housing Opportunity Fund, 25 percent to infrastructure and transportation, 15 percent to local development efforts, 5 percent to the state's REDI fund.

"What's happened this year is the leadership of both parties have come up with a plan that states we realize economic development is necessary for South Dakota," Jones said. As of Saturday, legislators were somewhat unfamiliar with all of the details of the proposed legislation.

"The main thing that I think we're trying to make sure doesn't happen is that these funds for this are not taken from the general fund," Jones said.

Legislative leaders, remembering that voters rejected the governor's funding plan for economic development, are showing that they are listening to citizens, he said.

"I think this is a good time to trust our leaders," Jones said, "and I'll probably support what they feel is a good bill."

Ring noted that the proposed plan will include an injection of unclaimed property funds. "The leadership of both parties have been discussing this, and we've been getting reports in the Democratic caucus on the progress of the bill ... it won't take money from the general fund, and they are going to try to limit refunds and assistance to companies that otherwise would not have come to South Dakota."

"If I'm correct, the contractor's excise tax is the third largest tax base in South Dakota, so that may be one of the reasons why it is still in existence and we are sharing among both of our parties," Rasmussen said. "The Republican Party has had ongoing meetings weekly to

discuss priorities and where we would like to see money go, and education has been a priority in our caucus meetings."

She noted that a portion of the incentive package would be dedicated to housing.

"Housing is a huge component to economic development," Rasmussen said. "If you want to have a job here, you need to have a home to live in. So, our last meeting we had as caucus spent a lot of time on housing."

"Like Sen. Jones, I'm trusting our leadership because it sounds good," she said.

Medicaid expansion

Rasmussen disagreed with Jones and Ring when discussion at the meeting turned to whether South Dakota should participate in Medicaid expansion. States were given the authority to decide if they want to be participants in last year's Supreme Court ruling on Obamacare.

"It looks to me like this (Medicaid expansion) would bring us \$300 million a year with no cost to us for three years, and after that it is a minimal amount for three or four more years, and it is capped at 10 percent after 2020," Jones said.

He noted that the Republican governors in North Dakota, Arizona and Ohio have all decided that their states will

participate in the Medicaid expansion.

"If we don't use our South Dakota monies, Ohio or some other state is going to get to use our monies," Jones said.

"Just to my practical thinking, a nation that is trillions of dollars in debt really doesn't have any money," Rasmussen said. "For us to believe that somebody is going to give us money that we really don't have and that will put us farther in debt doesn't make much sense to me."

"If we don't spend this money, somebody else will. If nobody else does, a couple billion dollars over the next six to eight years is not going to make that much difference (to the federal budget)," Ring said. "Why South Dakota would give up about \$2 billion over the next six years or so in return for spending \$100 million - that's a 20 to 1 return - I don't think that makes common sense."

"For such a rich country to deny health care to poor people is just inhumane. It's bad macroeconomics. Two billion dollars over the next few years would stimulate our economy dramatically," he said, "and it's bad microeconomics when you force people to go to the emergency room which is the most expensive way to get health care and then shift those costs to private payers."

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Welcome to the World

The following babies were born at Avera Sacred Heart Hospital in February 2013:

ABIGAIL	EISLYN	KARSTEN	NELSON
ALEXANDER	ELISE	KIMORA	PERSAIS
AVA	ELISE	KRISTOPHER	PHOENIX
BENNETT	EMMETT	LILIANA	SARAH
BRAXTON	ESTIE	LYLIANNA	SKYLAR
BREEANNA	GABRIELLA	MAKENZIE	SOPHIA
BROOKS	HADLEY	MASON	TATUM
COLLEN	JAMIE	MORRISON	TAVIAN
DANIKA	JASE	MYLES	ZANDER
DEVONNA	KANZI	NASH	



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