

Thrivent posts 5th consecutive year of growth

YANKTON – Thrivent Financial announced that its 2013 financial results led to a fifth consecutive year of growth for the not-for-profit membership organization.

The organization continued to increase its financial strength as assets under management, revenue and surplus all continued to climb in 2013.

Thrivent's outreach funding also continued to grow, as Thrivent and its members contributed \$182.7 million in direct support to charitable organizations, schools, congregations and communities across the country. Thrivent members volunteered more than 8.6 million volunteer hours in 2013.

Assets under management, total revenue, total surplus, and life insurance in force all rose as Thrivent experienced one of its best years of performance in its 112-year history. Assets under management grew to \$90.4 billion, up 9.9 percent over 2012, while total revenue was up 2.4 percent, climbing to \$8.5 billion from the previous year. Total surplus, a key indicator of overall financial strength and stability of a financial services organization, reached \$6.9 billion, 12.7 percent higher than 2012, and now stands at an all-time high for the organization.

"We had yet another very strong year," said W.D. Metheny, a Financial Representative with Thrivent. "Our 2013 results not only demonstrate our ongoing strength and stability, but also the difference our members make in our local community as well as communities around the world."

Community impact

Thrivent, its members and its employees continue to have a positive impact in communities nationwide as a result of giving and volunteerism. In 2013, the organization and its members gave \$182.7 million in direct support to charitable organizations, schools, congregations and individuals in need. The Thrivent Financial Foundation awarded nearly \$18.1 million through its Lutheran community and corporate community programs.

Thrivent members and others volunteered approximately 8.6 million hours in communities nationwide.

Thrivent Choice

The Thrivent Choice program continued to allow members to have a voice in the way some of Thrivent's charitable outreach funds are distributed in communities around the world. Nationwide, \$49 million in funding was distributed to more than 22,000 congregations and non-profit organizations

through the program in 2013. By directing Choice Dollars, eligible benefit members recommended that Thrivent distribute grant funds to 26 congregations and organizations in Yankton and Bon Homme Counties. In 2013 a total of \$55,847 in Choice Dollars were received by these organizations locally.

Brand changes beginning March 3

Thrivent has refreshed its brand to better express the story of the organization and to help more Christians feel welcome. This change is a natural next step following the membership's vote to extend the common bond from Lutherans to Christians, which occurred in May of 2013. Starting March 3, Thrivent is incorporating new brand elements, including a new logo and tagline, into signage, stationery and other materials throughout 2014.

As a membership organization of Christians, the mission of the organization is the same: it strives to serve members and society by guiding both to be wise with money and live generously. The new logo is made up of a heart, which represents caring and generosity. A cross symbolizes faith, and the path-like arc of the cross represents a journey through life toward financial security symbolizing Thrivent's commitment to serving members and being their guide. Together, the elements represent the common bond shared by Thrivent members and the generous nature of the membership organization. Thrivent's new tagline is "Connecting faith & finances for good."

"I'm excited to be able to help guide more Christians as they look to combine faith with finances and generosity," said Thrivent Financial representative Steven Pietila. "Our community has benefitted from the generosity of Thrivent members in the past, and we look forward to continuing to make a difference."

Thrivent Financial is represented in the Yankton area by the Broadway Group, which includes W.D. Metheny, Steven Pietila, and Lyla Sonnenfeld and located at 420 Broadway Ave, Yankton, SD, 57078, (605) 665-2341.

Council sets fees for commercial use at airport

By Travis Gulbrandson
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The Vermillion City Council has passed a resolution to set fees for commercial uses at Harold Davidson Field Airport.

The action took place at the council's regular meeting Monday night, and comes two weeks after a set of minimum standards was adopted for the airport's commercial operators.

According to Assistant City Engineer Jason Anderson, the city currently requires that commercial users operating from the airport acquire a permit from the city for a fee of \$50, \$200 or \$300.

"The proposed fee schedule will have nine of the 10 permits costing the applicant \$100, while the limited service fixed base operator permit will cost \$200," Anderson said. "This breakdown will allow the city to have a different source of funds for airport projects, while still offering some cost reduction on our most used permits."

Permits in the \$100 range include those for aircraft sales, airframe and power plant repair, aircraft rental, flight training, air taxi and charter services, specialized commercial flight services, avionics, instruments

and/or propeller services, permanent aerial applicators and temporary aerial applicators.

Permits issued for a commercial service prior to the adoption of the resolution will remain in effect until Dec. 31, 2014.

All revenue from the permits goes into the city's general fund, Johnson said.

The general fund pays expenses for the airport.

The city council also had a second reading of Ordinance 1311, which sets permit requirements for the airport.

Both ordinances were passed unanimously by the council.

At its last regular meeting, the city council passed a set of minimum standards for commercial users of the airport, including:

- A requirement for commercial operators insurance coverage for general liability, hanger-keeper's liability, premises liability and product liability, with a \$1 million per-occurrence limit.
- The airport's hours of operation have been modified to be set at the operator's discretion, but the operator must provide a telephone number for on-call response during nights, weekends and holiday hours.
- The city was exclusive rights to sell fuel at the airport.

• All the leases that are currently allowed to sell fuel will be grandfathered in and can sell until the leases expire, or until the leaseholder or the city terminate the lease for any reason. Tenants selling fuel also are going to be required to report to the city how much fuel they have purchased.

The move to adopt a set of minimum standards followed a request last year from a user who wanted to become the airport's Fixed Based Operator (FBO).

Prior to this, the city did not have minimum standards in place for commercial users, and following conversations with the Federal Aviation Administration and the Department of Transportation it was determined that these standards would need to be in place in order for an FBO to operate.

"Additionally, the FBO would have to run his business from an area with a waiting room, office space and bathrooms," City Engineer José Domínguez said at a previous meeting.

Domínguez added that the FAA's minimum requirements would affect the city negatively in that it would not allow the city to be the only provider of fuel at the airport.

■ SUING

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could train people, and do the creative stuff I wanted, and still do the management stuff I wanted – it was just the variety of it all," he said.

Suing's first full-time job at the Yankton Hy-Vee was as produce and salad bar clerk.

"While I was still in Yankton, I became one of the assistant managers, and then became one of the store managers after that," he said.

He served as a manager from late 2002 until 2011 when he left Yankton to work at the Hy-Vee located on Minnesota Avenue in Sioux Falls.

Hy-Vee offered yet another opportunity to Suing in late 2013 – to be store director of its Vermillion location – and he decided to take it.

The Vermillion and Yankton stores are somewhat alike, Suing said, but each location also has unique characteristics.

He has more freedom, he said, with marketing and decision-making in Vermillion than he had in Sioux Falls, where seven Hy-Vee stores are located.

"When you're in a single-store town, you get to do your own advertising, you get to make your own decisions, and there's more freedom," Suing said. "It's pretty much up to you. There aren't six

other directors to back you up."

His experience in Yankton has helped him quickly gain a sense of what products are preferred by customers in Vermillion.

"The clientele is very similar to Yankton. There is a little bit of difference – there's always differences in tastes, and a little bit of a different culture," Suing said, "but coming here is very similar to going back to my Yankton days ... and that really gave me the experience of feeling welcomed home here in Vermillion. It seems so similar."

One substantial difference between the Yankton and Vermillion markets is the impact of University of South Dakota students on the Vermillion store.

The absence of those students during their recent spring break was noticeable, Suing said.

"Shopping patterns from college-aged (people) to the local community – it really changes," he said.

Yankton's Hy-Vee is highly influenced by tourism activities at Lewis and Clark Lake, Suing said.

"The biggest change from Yankton to here is the lake trade. Here (in Vermillion) when it gets to summer, I envision it actually being a little bit quieter, because the college numbers will be down, and in Yankton, the numbers go up in the summer," he said.

In the short time he's been in Vermillion, Suing has noticed some buying patterns.

"College kids must be a little bit more health-conscious, because you can see, during the time that they've been gone on spring break, the health sales have gone down," he said. "And, I think that has to do a little bit with professors (on spring break), too. They buy more health bars – they buy more of those kinds of products."

The markets may vary from store to store, but one goal is common in all Hy-Vee stores, Suing said.

"I think customer satisfaction is always the biggest goal, and making sure we carry the products that they want," he said. "We always want their input. We continue to try to find new products and increase our variety, but there is always something new and something different that somebody asks for, and if we don't carry it, we try to bring it in."

Suing is continuing the tradition of offering an education, of sorts, similar to the one he received outside of classrooms while working at Hy-Vee. Mentoring, he noted, is a big part of the store's culture.

"We talk a lot about training the next people behind us. Every director I've worked for has been about supporting the

community, and I try to carry that on," Suing said.

Some of his former bosses had a particular focus on Hy-Vee store operations. One, for example, focused on food quality and selection. "I learned from her to try new things, and I learned about the culture of food – that food could be entertaining," Suing said.

A third manager would urge Suing and others to look for opportunities.

"That just goes into striving to learn what every customer wants, and making sure they are satisfied," he said.

Suing plans to take a bit of what he's learned from his managers during his time with Hy-Vee, and pass that knowledge along to the staff and managers in the Vermillion store.

Even high school and college kids who work at the store part-time, and are destined to work someplace else in the future, will have the opportunity to be exposed to some of the basic business fundamentals that have made Hy-Vee stores successful for eight decades – just as Suing was when he started at the Yankton store in the late 1990s.

"We think these fundamentals are very good for us to pass on, whether you stick with Hy-Vee or you don't, because people can use that in whatever job they go to," Suing said.

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LAND LOCATION: From intersection of I-29 & Hwy. 50; 5 3/4 miles West on Hwy. 50, South on N. Crawford Rd to 1st driveway on East side of road.

LEGAL DESCRIPTION: E 3/4 of the NW 1/4 of the SW 1/4, Except lots H3 and H4 and Except Lot A, Section 17, township 92, range 51, West of the 5th P.M., Clay County, South Dakota.

GENERAL DESCRIPTION: Location location and a world of potential!!! What a fantastic opportunity to become a part of one of South Dakota's most vibrant growing communities. Vermillion is an outstanding college town with the University of South Dakota located only blocks away from this land. The Dakota Dome and several new businesses, located just North of this property show that Vermillion is growing in this direction and this farmland could be next, who knows? You can't get any closer to the city of Vermillion and still call it farmland!! No current lease contract, so buyer can farm it for the 2014 crop season. This tract has abundant opportunities whether it be rent, farm, or development. Located next to the expanding city of Vermillion, this tract has loads of development potential. Best of luck, Bruce & John.

This 41.07 acre tract is highly productive with a Surety Agridata CSR of 81.1. The major soil type includes Trent-Tetonka-Wakonda at approximately 86 percent. The remainder of the tract consists of Wakonda-Tetonka silt loams. This tract has a 13.1 acre Corn Base with an 83 bushel Direct Yield and a CC yield of 122 bushels. It also has 12.1 acre Soybean Base with a 27 bushel Direct Yield and a CC yield of 32 bushels.

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South Dakota Soybean Research & Promotion Council Director Election

Director Election voting for District 2 members of the South Dakota Soybean Research & Promotion Council (SDSRPC) will be May 14, 2014 through June 13, 2014. District 2 consists of Turner, Lincoln, Clay and Union counties.

If you are interested in serving on the board of directors for SDSRPC, petitions for nomination as a candidate for District 2 may be obtained from the SDSRPC office. Contact: South Dakota Soybean Research & Promotion Council, 5000 South Broadband Lane, Suite 100, Sioux Falls, SD 57108, 605.330.9942, or visit www.sdsoybean.org for more information.

A candidate must be a participating grower in the soybean checkoff and a resident of the district he or she wishes to represent. Petitions must be completed and returned to the SDSRPC office by 4:30 pm on April 14, 2014. The SDSRPC is the soybean checkoff organization in South Dakota.



SOUTH DAKOTA SOYBEAN
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