

# A DAY in the LIFE OF... A USD Professor in Vermillion

By Zach Wetzel  
For the Plain Talk

Brent Clark, a professor at the University of South Dakota School of Business, makes a consistent effort to provide his students with real-life experiences that will prepare them for the world of business.

Clark has been teaching for two years at the USD School of Business. He received his PhD from the University of Missouri.

For Clark, every day is important, and every day is busy.

"I start the day by answering a bunch of e-mails," said Clark. "I answer e-mails from students about assignments, and meet important deadlines."

Clark also answers faculty questions and prepares for meetings at the beginning of the day.

"I usually have a meeting or two during the day," said Clark. "It is important to know what the schedule is for the day,"

Before classes begin, Clark will also go over research he is currently working on. To prepare for class for the day, Clark will review lecture slides.

"At any given time, I will teach up to three classes four days out of the week," said Clark.

In addition to his classes, Clark is also co-authoring nine different papers and projects. The topics for these projects usually include themes such as innovation and technology.

"One project addresses how technology makes people more optimistic than they should be," said Clark. "It explains the unconscious association people have between technology and success."

Clark currently teaches two big classes: Business Strategy and Financial Literacy. The literacy class is open to all majors, and the strategy class is for upper-level business majors.

"The purpose of the



Brent Clark, a professor at the University of South Dakota School of Business, works hard to prepare his students for successful careers.

COURTESY PHOTO.

Financial Literacy class is to prepare students to understand financial decision making," said Clark. "The classes are very interactive, and the strategy class is designed around concepts of case discussion."

On certain days Clark will give class lectures, and on other days the class will engage in group discussions. One case discussion involved an analysis of the carbonated beverage industry, where the class studied the strategies of companies like Pepsi and Coca-Cola.

"For this project we analyzed the industry and asked why different companies were so successful making high profits," said Clark. "This is an opportunity for the students to debate things back and forth."

Clark hopes that when students take his classes, they can think about issues, develop an opinion, and be able to explain that opinion. His goal is for students to be able to apply what they have learned in

the real world.

"My classes are a balance between lecture and learning activities," said Clark. "Students will often divide into teams and solve problems as a group."

Some business classes are more interactive than others. The level of interactivity depends on the individual class.

"Testing strategies also vary based on the class," said Clark. "In the strategy class I don't administer tests. Students' knowledge is assessed through quizzes and projects."

Many of these projects require students to analyze a real industry or company, such as Netflix or Amazon, and make recommendations based on their analysis.

"The students will divide into groups, pick a company to analyze, and then give a presentation about that company in front of the class," said Clark. "The projects in this class are all about nuance. The strategy class teaches students how to come up with solutions to

problems."

One particular project has been a favorite of many students. This project is very substantial, and gives students the chance to participate in a business simulation.

"Students participate in the simulated running of a company over the course of a semester," said Clark. "In this Business Simulation Game, groups of three run a company and compete against other groups in the class. Students run all of the aspects of the company such as marketing, production, and finances."

Outside of the School of Business, Clark enjoys spending time with his family. He also plays intramural basketball and soccer with other professors.

"I like to sing in our church, work in the garden or yard, and fix stuff around the house," said Clark.

Clark is committed to excellence at the School of Business, and enjoys watching his students succeed.



Vermillion High School freshmen English students are getting along swimmingly as they battle it out in the 'Shark Tank.'

COURTESY PHOTO

## 'Shark Tank' Pared Down to 13 Teams

By Alan Dale  
The Plain Talk

Thirteen Vermillion High School teams made it to the second round of the 'Shark Tank' competition that has become a hit with freshmen English students.

Originally 12 teams were going to advance, but two teams tied leading to the baker's dozen advancing to the next round which takes place next Thursday from 8:30 – 10:45 a.m. at the high school auditorium.

"We chose the teams solely by the judges' scores of each group," VHS freshmen English teacher Teramie Hill said. "All the kids did a very nice job, especially since it is not easy for 14-year-olds to get up in front of a panel of judges to not only pitch their idea but also to answer tough questions on their products."

Judges included a community volunteer – Jennifer Peterson, officer Paul Pederson, and various high school staff members (Jon Ruevers, Rebecca Nelson, Jason Huska and Curt Cameron), who watched the 3-5 minute presentations.

"Judges used the same rubric we use for grading to compile point totals," Hill said. "(English teacher) Mrs. Carla Kozak and I graded the kids and asked each group questions, but we wanted to keep everything as neutral as possible, so our three judges' scores determined whether they were in the top 12. We tallied points and then decided to do a top 13 due to a tie."

Parents and community members are invited to attend. The presentations will be between 5-7 minutes and will include their own commercials.

Madisen Martinez of the group "Gum Numb" was really pumped up for the next round after advancing out of the preliminary phase.

"Haleigh, Maddie, and I are very excited and looking forward to round two next week," Martinez said "We think our product, the Gum Numb Patch, will do well and go far as long as we continue to put in the effort we have been. We are also grateful for the feedback from the judges in round one."

"The three of us can better ourselves as a group and our product for the future. Our product has the potential to be very successful, and we hope it will be very soon."

**The 13 teams that advanced were:**

**Spoil Alert:**

Maddie Abbot, Nick Lubbers, Tristin Malory

**TemperToe:**

Haley Doty, Mia Johns, Taylor Weber, Casey Jensen

**Sun Charger:**

Ivy Hays, Jennifer Ensminger, Melissa Mikkelson,

**EZ Brush:**

Devin O'Neil, Colton McNear, Shinayne Whipple, Joey Sweeney

**The Groundhog:**

Gabe DeJong, Carter Larson, Riley Johnson

**Cap Eyes**

Kirstyn Bohn, Kara Mulheron, Sierra Furry

**Anti-Tangle:**

Kieonni Knight, Savannah Simmons, Shelby Brady, Wyatt Waage

**StoreMore Brush:**

Anneliese Taggart, Josh Prescott, Morgan Graham

**Nice Ice:**

Bali Summers, Madelyn Zevecke

**Shield X:**

Maria Flores, Shelby Noteboom, Carrie Skrivan, Ivan Morales

**Pocket Perfection:**

Maddison Gilbertson, Emily Bye, Kinsey James

**Size-a-bra:**

Kayla Farmer, Jessica Ruring

**Gum Numb:**

Maddie Martinez, Maddie Lavin, Haleigh Melstad.

## DOGS

From Page 1A

in the middle of winter when I had a baby shower and took the dogs to his place for a couple of hours. We are super appreciative of him."

Among Kassin's three dogs is Piper, a Dachshund who experienced injuries resulting in her inability to expel urine.

"Our dog Piper suffered a spinal injury and could not be operated on," says Kassin. "Her walking is a little shaky since then but she does fine – other than her bladder issues."

Piper's bladder must be expressed three to four times a day. When caring for Kassin's dogs, Emmick has been more than willing to take up the task.

Piper is also usually not fond of males, but has taken a liking to Emmick.

"He does a really good job with Piper and dealing with her issues," says Kassin.

"I was mostly worried about hurting her because she is such a small dog, but once I learned how it really wasn't a problem," Emmick says.

Emmick's Dad used to raise dogs, so Emmick has spent quite some time around dogs.

"My Dad raised different kinds of dogs for hunting and what not, so I have some experience with them," says Emmick.

Though a humble job it might be, there is undoubtedly a need for the services Emmick provides to the community of Vermillion. It is a job that mainly animal owners can appreciate.

"If we didn't have him around, we wouldn't be able to do certain things on a regular basis," Kassin remarks. "You move to a community and think



Jason Emmick and Piper share a moment during a day of dog walking and companionship.

SONIA HERNANDEZ / FOR THE PLAIN TALK

about making sure you have a physician or a dentist, but you don't really think about needing someone like Jason."

Chelsea Wesner, Vermillion resident and dog owner has employed Emmick's services for a year and a half.

"He's been wonderful, and the dogs just love him," says Wesner.

Wesner owns three dogs, two of which are quite large. Emmick walks these dogs about two times a week for usually one hour alongside his own dog.

"He walks them during rain, snow and sunshine," says Wesner. "We have a baby which makes it difficult to take them out, especially during the winter months, so it's good that Jason helps us out even when it is cold outside."

Emmick walks dogs all year long, but also tends to other animals his clients may have in addition to their canines.

"It keeps me busy, and it's fun to take care of

different animals. Every animal has their own personality," Emmick says.

Having busy schedules, children and careers, animal owners sometimes find themselves in difficult situations when it comes to

finding someone to care for their pets.

That is when they call Emmick, whose experience and natural ability to connect with animals makes him invaluable to his clients.



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### MECKLING TOWNSHIP MEETINGS

**Monday, March 16<sup>th</sup>, 2015**  
7:00 PM  
Township Hall  
Tax Appeals

**Tuesday, March 24<sup>th</sup>, 2015**  
7:00 PM  
Township Hall  
Road Maintenance  
Contracts Awarded

Tax appeals must be submitted to Clerk

Jane Larson  
31377 454<sup>th</sup> Ave.  
Meckling, SD 57069

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Thank You

The family of Carol Walz wishes to thank everyone that sent cards, prayers, flowers, food and words of condolences.

The outpouring of love and compassion shown by this community has been overwhelming to our family.

Special thanks to: Vermillion Hospice, Pastor Anna Peck, the ladies of Pleasant Valley Church, Wakonda American Legion Auxiliary, Cleophus Club, and Hansen Funeral Home.

Marvin Walz  
Donna and Daryl Henriksen and family  
Debbie & Ron Hesla and family  
Sheri & Brett Cownie and family