



Royalty and court

Julie Renner and Gerrit Heine were crowned homecoming queen and king at coronation ceremonies held Oct. 1 in the Vermillion High School gymnasium. Pictured with the queen and king are royalty candidates. In back are Tanner Mart, Michael Nelson, Earl Kiertzner, Queen Julie Renner, King Gerrit Heine, Nick Mart, and Chris Mart. Standing in the next row are Sophia Nehlich-Arobba, Jennifer Bye, Hannah Nehlich-Arobba and Sierra Allen. In front are attendants Lilly Johnson and Ben Macy. (Photo by David Lias)

Hy-Vee helps launch campaign to reduce obesity

Hy-Vee, Inc. joined 40 of the nation's leading retailers, food and beverage manufacturers and non-profit organizations Tuesday in announcing the launch of the Healthy Weight Commitment Foundation, an unprecedented effort to reduce obesity in the United States.

Ric Jurgens, chairman, CEO and president of Hy-Vee, was on hand at the National Press Club for the announcement of the initiative, along with U.S. Secretary of Agriculture Tom Vilsack and other key food industry leaders. Jurgens, current chairman of the Food Marketing Institute, is serving as vice chairman of the board of the Healthy Weight Commitment Foundation.

"By developing and promoting common sense solutions that society can embrace with certainty, we believe we can help make a difference in the fight against obesity," Jurgens said. "I know that the dedicated organizations involved in this effort, combined with the tremendous resources at their disposal, will make a significant impact in this critical area."

The goal of the Healthy Weight Commitment Foundation is to reduce obesity — especially childhood obesity — by 2015 by promoting an "energy balance"

approach that emphasizes healthy eating and regular physical activity. The initiative will focus in three critical areas:

- Connecting with Consumers in the Marketplace: Participating companies have pledged to make changes to products, packaging, labeling and promotional materials to help consumers manage their caloric intake and choose healthier foods. These efforts will be independently evaluated by the Robert Wood Johnson Foundation, which will publish results of that evaluation.

- Empowering Employees in the Workplace: Together, the member companies of the HWCF represent more than one million employees. These companies will develop new programs or enhance existing programs to help employees achieve and maintain a healthy weight. HWCF is partnering with the National Business Group on Health to evaluate the impact of workplace programs and share best practices with all employers.

- Creating Healthy Habits in Schools: The HWCF is supporting the expansion of the Healthy Weight Partnership, a program that has achieved promising results in its Kansas City pilot schools. This program — which helps children ages six to

11 develop lifelong healthy habits through a school-based curriculum — will be introduced in additional schools in Kansas City, Des Moines, Chicago and Washington DC and in a tribal community in Iowa. The Health Schools Partnership was developed by the American Council for Fitness and Nutrition Foundation, PE4life and the American Dietetic Association Foundation, and will be independently evaluated by the University of California at Berkeley Center for Weight and Health.

The member companies of the HWCF have already committed \$20 million to these joint projects, Jurgens said, with more partners expected to come on board as the multi-year effort gets underway.

"As individual retailers and manufacturers we've all been involved with numerous health and wellness initiatives, but this is the first time we've banded together as an industry to come up with common platforms to reverse the trend of obesity in America," he said. "We are dedicated to transforming the way we do business to provide customers, employees and schoolchildren with the products and tools that will help them lead healthier lives."

Breske earns Distinguished Insurance Agency distinction

Mick Breske, an American Family Insurance agent in Vermillion, has been recognized for customer satisfaction excellence under the J.D. Power and Associates Distinguished Insurance Agency Program. SM Breske joins other American Family agents who have demonstrated the highest level of commitment to outstanding customer service.

Breske has been an agent for American Family since July of 1988. Breske and Lisa Ketcham, licensed agent assistant, are located at 112 West Main Street in Vermillion.

"This is our fifth year of applying the Distinguished Insurance Agency criteria to our agents," said Jack Salzwedel, American Family president and chief operating officer. "With each passing calendar quarter, American Family has witnessed an improvement in customer service. Our agents are strongly attuned to the needs of our customers and how best to meet those needs." The service excellence distinction was determined through a two-part evaluation



Mick Breske

process conducted by J.D. Power and Associates. The first part consists of a customer satisfaction survey, which measures customers' overall experience with their current American Family agent. In order to proceed to the second step, agents must meet or exceed the standards measured on a national benchmark established by J.D. Power and

Associates' annual auto and home insurance customer satisfaction studies. Only agencies that perform in the top 20 percent of all agencies nationwide based on customer satisfaction surveys are eligible to become a Distinguished Insurance Agency.

Agents who meet or sur-

pass the overall national average must then pass a rigorous on-site evaluation based on five best practice areas: proactive reviews of customer insurance needs, claims handling, positive customer contacts, responsiveness and office environment.

Thank You

Thank you to all my sponsors for sponsoring me in the Miss South Dakota Teen Pageant.

Roger & Pat Tigert, Don & Donna Boesch, Fraternal Order of Eagles of Vermillion, Drs. Ron & Josette Lindahl, Campus Cuts, Tigert Art Gallery, and Micky & Tammy Neilan.

I am looking forward to participating in the Miss South Dakota Teen Pageant in Brandon Valley on Oct. 17th & 18th.

~ Taylor Tigert

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CONSTRUCTION UPDATE

Work this week:

- North half closed west end to service road, Cottage Avenue to Dakota Street.
- Gravel, concrete paving west end to Highway 19.
- Half Highway 19 closed, intersection open to traffic.
- Sewer and water Cottage Avenue to Dakota Street.

Planned for next week:

- Concrete paving, west end to service road.
- Seeding, erosion control entire project.
- Street lighting, traffic signals entire project.

Miscellaneous:

- Public project meetings are now bi-weekly. The next public and contractor meetings are Wednesday, Oct. 14 and 28 and will be held at 10 a.m. at the Vermillion Hy-Vee café.
- DO NOT add, remove or relocate barrels, barricades, signs, temporary business signs, etc. on the construction sight. If concerns arise, please contact D&G Concrete Construction or the DOT for evaluation.
- Upgrades on construction progress and changes will be available on our Web site dgconcrete.com.

Commodity program available in Clay Co.

The Center, Yankton, is now accepting applications for the CSFP in the Clay County area to include Vermillion. This program is designed for over-60 low-income seniors. Income guidelines are monthly income for a single person household is \$1,174.00 and for two person household \$1579. To apply for the program contact the Center at 1-605-665-4685 for an application.

Proof of income is required. A copy of a bank statement and/or a copy of your Social Security statement will be needed. Yankton office hours are Monday through Thursday 8 a.m. to 5 p.m. Ask for Aves or Colleen. The program is also open to low income pregnant and breastfeeding women, other new mothers up to one year postpartum, infants, children up to their sixth birthday. (Eligible participants cannot participate in USDA's Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) at the same time they participate in CSFP.)

Women-Infants-Children eligibility guidelines are: income up to \$1,670 for one person, \$2,247 for two people, \$2,823 for three people and \$3,400 for families of four.

A typical box contains: two boxes of cereal, canned meats, nonfat dry milk, peanut butter, one or two packages of pasta products, two pounds American cheese, three large cans juice, two cans fruit and four cans of vegetables. The commodities are distributed once a month on the third Friday of each month.

You must be able to pick up your box weighing 20 to 35 pounds or have someone accompany you to carry the food box for you.

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New 8-Ball Pool League Forming

VNEA sanctioned league

Meeting: Oct. 13 at 7:30pm at Leo's Lounge

Looking for pool players for a new league forming at the Eagles, Leo's and the Varsity.
Contact Mark at 605.661.2591

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