



June 2012 Edition

TABLE OF CONTENTS:

1. Moberidge Chamber News
2. Beef n Fun
3. Chamber News & Highlights
4. Director's Desk Editorial
5. Rockin on the River
6. Moberidge Economic Development Corporation
7. Guest Editorial
8. Tourism Report
9. Ambassadors Report
10. Northern Oahe Friends of NRA
11. Moberidge Rodeo Association
12. Chamber Board, Staff & Committee Information
13. Calendar



The mission of the Moberidge Chamber of Commerce is to provide able community leadership that will encourage and work for economic growth in business, industry and tourism; thereby enhancing the quality of life in the area we serve. The Chamber will represent the interests and advancement of its members while promoting responsible principles in the conduct of business and government."

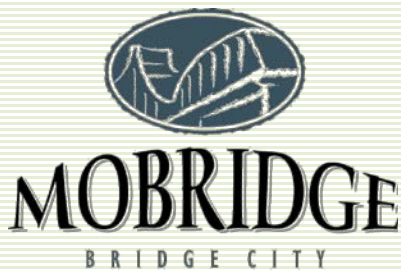
Moberidge Chamber News

Chamber After Hours/Grand Opening Dacotah Bank/Dacotah Insurance



Bridge City Marina Grand Opening





35th ANNUAL BEEF 'N FUN DAY

Saturday, September 8, 2012

Mobridge, SD

Beef 'N Fun Day is fast approaching on **September 8th** with many activities planned for everyone to enjoy. This "**customer appreciation**" event was born in 1978 when the bridge was being repaired. In 1979 the event was held again to celebrate the reopening of the Missouri River Bridge and to thank all the customers for their patronage. **Thirty-five** years later, it has grown to a week-end full of events to tell our customers, "**We appreciate you!**" Some of the events planned so far are:

- Klein Museum Open House & Threshing Bee
- 11th Annual Wheels Unlimited Car Show
- Free Beef Barbecue at 5:30 at the Rodeo Grounds
- 21st Annual Ranch Rodeo following Barbecue
- Mobridge Regional Hospital 5K Walk/Run
- MYO Youth Football, 1st through 6th grades
- Mobridge Volleyball Tournament
- Annual Pet Parade
- 2nd Annual Gun Show in Scherr Howe Arena
- Free Movie
- 1st Annual Afternoon Team Roping at Rodeo Grounds
- 8th Annual Fireman's Breakfast Sunday morning at Fire Hall

The ranch rodeo will be back this year. Brian Bickel and Justin Loesch are in charge of the team roping and ranch rodeo. These events will have buckles, jackets and cash prizes awarded. There will be a children's competition. This means that it will take EVERYONE from the retail, service, and professional business community to plan, promote, and execute the events of this special day. If you own or manage a business in the Mobridge area, or as an individual would like to help, please support this event by contributing \$65 by **August 13th, 2012** to be listed as a contributor. For more information contact committee members Peg Wunder, 845-2060 or Chris Maher, 845 2256.

We need your participation and donation to make this day as great as it has been in the past. An addressed envelope has been included for your convenience. Make our job easier by mailing in your donation. Please mail your contribution to Beef 'n Fun, PO Box 52, Mobridge, SD 57601

If you would like to work the serving line for the free BBQ list your name and contact information.

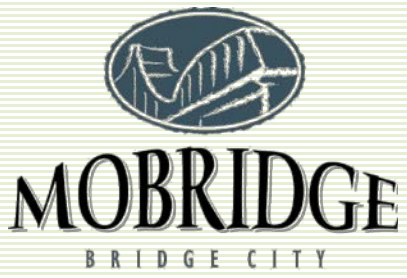
If you would like to sponsor an event, please list it with details so that we can include it in the promotion of the day's events.

BUSINESS NAME (as you would like it to appear in advertising)

Owner, Manager or Contact name _____

Address, phone no. or email _____

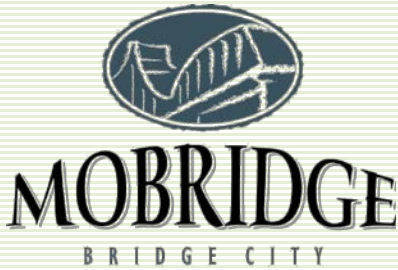
Servers for Beef Barbecue Dinner _____



Chamber News & Highlights

200th Engineering Company Coming Home





Director's Desk Editorial
by Michele Harrison



Summer finally made it to South Dakota! After all the wonderful and much needed rainfall, the Moberidge area looks green and lush and ready for all the camping enthusiasts, tourists and relatives coming home to visit our beautiful home.

Speaking of tourists, our third penny sales tax (also known as the 3B tax) income for the first quarter of 2012 is right on track compared to last year's first three months and 2011 showed an increase of 10% for the year over 2010. This is great news for our businesses that rely on our events and advertising to entice people to come to Moberidge.

Hopefully the fact that the 4th of July falls in the middle of the week will not hurt the rodeo and festivities this year. The Rodeo Association has contracted with a stunt performing motorcycle group to entertain us on the 2nd, 3rd and 4th and they also are bringing back the popular kids mutton busting event every night. The Rodeo Association is also planning a new event - Kamikaze for Cancer. There will be eight Rodeo Association members that will be vying to be the fastest surfer on the cowhide on the 3rd. The four top money earners will have the chance to ride the cowhide while the other four will be required to perform some other undisclosed duty on the same night. Watch for the eight members' jars at the three banks to donate to the cause. All moneys will be split between the New Hope Foundation, the Hospital Foundation and the Rodeo Association.

The Rodeo Association is also bringing back the Tough Enough to Wear Pink t-shirts. These shirts are going to be bright pink and they should be here next week. Luann and I will be calling all businesses to get your orders/sizes for your employees and please be thinking of an ad campaign that your individual business can do with these t-shirts such as giving discounts on Tough Enough Tuesdays to people who wear their t-shirts into your place of business. Also some employees are required to donate one dollar for the privilege of wearing their t-shirt on Tough Enough Tuesdays. The Rodeo Association will be donating one dollar for anyone who wears their pink t-shirt to the July 3rd rodeo performance.

I hope everyone has a pleasant and profitable June and don't forget about our community events this month such as the Denny Palmer Memorial Fishing Tournament on June 9th and our weekly barrel racing series every Wednesday at the rodeo grounds.

Rockin' on the River

Friday & Saturday, July 20th & 21st, 2012
UNDER THE TENT - MOBRIDGE, SD

FRIDAY, JULY 20th

DRG's Traveling Karaoke Finals
Contest starts at 8PM
Followed by open mic karaoke



Half of the admissions go to the Mobridge Pollock School Foundation

BACK BY POPULAR DEMAND!

SATURDAY, JULY 21st:

Poker Run

For cars & motorcycles
11AM—6PM

50% Payout

**On the Water
Poker Run**
(11AM-6PM)



LAND ROUTE:

Sand Bar - Pollock, Prime Time Bar & Restaurant - Eureka, Skeeters - Bowdle, The Time Out Lounge - Selby, Hogies Bar & Grill - Glenham & Oahe Hills Golf Club - Mobridge

Pre-Register @ KOLY for \$10 (and leave from any Poker Run Stop) or Register day of Poker Run under the tent in Mobridge. (10:00am-12:00pm) for \$20. Drawing for poker cards will be at the final stop.

WATER ROUTE:

Bridge City Marina, The Bay, Lucky's Gas & More, New Everts Resort, & the Windjammer Sports Bar

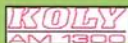
50% of entry fees goes to
New Hope Cancer Foundation

50% of entry fees goes to
Mobridge-Pollock School Foundation

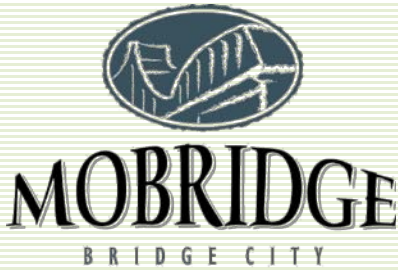
FOR MORE INFORMATION CONTACT DAKOTA RADIO GROUP AT 1-800-658-3451

SATURDAY, JULY 21st

Dance under the Tent featuring
"FULLY LOADED"
(9:00 PM - 1:00 AM)



**FULLY
LOADED**



**Moberidge Economic
Development Corporation**

**By Christine Goldsmith
Executive Director**

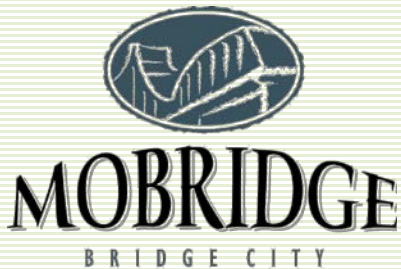


Partners with a Plan.

Small business owners can often improve their marketing message to customers and get more results from their promotional efforts. Did you know it takes an average of 9 impressions to generate an inquiry from a customer? Impressions can range from your signage out front, paid advertising in print and radio, referrals from friends, and social media and electronic reminders. And of all of these kinds of impressions, customers are lucky if they can remember 1/3 of your efforts – that translates to 27 attempts to generate a call or purchase from a customer!

Make sure those 27 attempts have the best chance to get through. Take a look at your promotions and ensure they remind current customers, who are most familiar with your company, why you are their best choice. It's tempting to think that your customers already know everything about your service, but most likely, they don't. Ensure your message is consistent each time – this can be accomplished with a great logo, tag line, colors, graphics, and message. It's easy for changes to creep in over the years and then collectively, your promotions can be confusing to customers.

New customers who haven't bought from you before will respond better to promotions that tell them how your products and services meet their needs. Seek out profitable opportunities that your competition has passed up. Don't make your promotional message complicated; potential customers will probably not invest the time to figure out why they should buy from your company. Make sure it's easy to do business with you and be clear about your return and/or warranty policies – new customers will appreciate your efforts to reduce the risk of doing business with you the first time. Don't forget to use your happiest customers in your promotional efforts. Loyalty and referral programs can really pay off in word of mouth advertising, which still tends to be the most credible for new customers.



Guest Editorial

by

Robert & Cheryl Maisch



MEANDERING AROUND MOBRIDGE



FLAG ETIQUETTE REMINDERS

As we meander around Moberidge at this time of year we see the U. S. Flag (Old Glory, the Stars and Stripes, the Star Spangled Banner or the Red, White and Blue) flown more often mostly due to more favorable weather conditions, but also because of patriotic holidays. The U. S. Flag represents the power and strength of our nation and its people. It is a presence around the world to display respect and pride in who we are.

Along with proudly flying the Stars and Stripes comes a certain amount of responsibility:

- * Always display the flag with the blue union field up. Only display the flag up-side down as a signal of extreme distress.
- * The flag should never touch the ground.
- * The flag may be laundered or dry cleaned as is appropriate for the fabric.
- * Always keep the flag clean to represent the ideals it stands for.
- * Replace the flag when it becomes faded or ripped beyond repair.
- * Show respect when disposing of an old flag. According to the United States
- * Flag Code, "The flag, when it is in such condition that it is no longer a fitting emblem of display, should be destroyed in a dignified way, preferably by burning." Many community organizations will perform burning ceremonies for retired flags.
- * When several flags are flown from the same flagpole, the U. S. flag should always be at the top.
- * If displayed at night, the flag must be properly illuminated, meaning the stars and stripes can be seen readily for a reasonable distance.
- * During inclement weather (rain, sleet, snow, high winds, etc.), the flag can remain flying if it is made of all-weather material.
- * The flag should be raised briskly and lowered slowly and ceremoniously.

Many Americans like to wear red, white and blue to show pride in their country and in support of our military. Some have concerns about wearing clothing resembling the U. S. Flag. The U. S. Flag Code (Section 8) states that the flag should never be worn as clothing. However, as long as clothing is not made from an actual flag -- just a representative of it -- it is not in violation of that code.

Old Glory is flown across our nation officially and unofficially from the White House to the house next door. On Flag Day, June 14th, fly your flag with pride and respect to honor our nation, it's people and especially those who have served and are now serving.



2ND ANNUAL

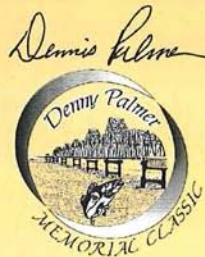
Dennis Palmer

MEMORIAL WALLEYE CLASSIC

Sponsored by Moberge Chamber of Commerce

**Saturday, June 9, 2012 • Moberge, SD
Lake Oahe • Indian Creek Marina**

80% Payback to 25% of teams
\$5000 worth of prizes given away to contestants



**2 or 3 Person Team/Boat
\$150 Per Team/Boat**

(Tournament capped at 150 teams)

PAYOUTS (100 TEAMS)

1st	\$3000
2nd	\$1500
3rd	\$1000
4th	\$800
5th	\$600
6th	\$400
7th	\$350
8th	\$300
9th	\$250
10th	\$200
11th	\$150
12th	\$150
13th	\$150
14th	\$150
15th	\$150
16th	\$150
17th	\$150
18th-25th ...	\$100



**New This Year:
3 Prize
Tables and
Refreshments for
Purchase**

RULES MEETING

- Friday, June 8, at Scherr-Howe Event Center.
- Rules Meeting at 8 p.m. with social from 6-8 p.m. Refreshments available for purchase.
- Must be present to win prizes.
- Saturday, June 9 Launch & Weigh-In at Indian Creek
- Fishing hours are from 8 a.m. to 4 p.m. Flighting possible.
- 7 a.m. Boat Inspection

SUPPORT THESE MOBRIDGE BAIT & TACKLE SHOPS:

- *Lucky's Gas n More* • *Runnings*
- *Alco* • *Bridge City Bait* • *The Bay*
at *Grand River Casino & Resort*

Go to www.mobridgeoutdoors.com
or www.mobridge.org for registration
or contact:
Moberge Area Chamber of Commerce
103 Main St., Moberge SD 57601
Phone: 605-845-2387 • Fax: 605-845-3223
www.mobridge.org info@mobridge.org



Ambassadors Report



Ambassadors/Ag Committee Schedule



July 7th Eureka

Quasiquicentennial “Big Q”
Celebration

Need workers to set up and
serve meal—they are
expecting 3-4000 people

4:30– 9:00 Meet at the tent on Main

Contact John Badgley

August 7th Selby

Campbell/Walworth
Counties 4H Leader’s
Association

Contact Dr. Herb
McClellan



September 8th Moberidge

Beef ‘n Fun

Contact John Badgley



Northern Oahe Friends of the NRA

Women on Target Program



If you'd like to ...

- Learn how to safely handle a firearm
- Learn about safe storage options for your home
- Learn about modern or historic firearms
- Learn in the company of other women
- Learn in a safe, friendly environment
- Learn about competitive shooting and hunting basics

... then Women On Target® is right for you!

Mobridge - June 9, 2012 12:30 – 5:00 PM Central
Rifle, Pistol, Shotgun, Muzzleloader, Archery
FREE

Limited to the first 30 to register
Location: Sage Brush Rifle & Pistol Club; Mobridge, SD
For more information or to register Contact:
SD Game, Fish, & Parks : 605-845-7814





Moberidge Rodeo Association



Sitting Bull Stampede
Tickets go on sale this month!

Go to:

www.mobridgeoutdoors.com

or

www.mobridge.org

and click on the link

or

Call the Chamber

It is the 5th anniversary of

TOUGH ENOUGH TO WEAR PINK

***The Moberidge Rodeo Association
will be selling new pink t-shirts***

Businesses: pre-order the sizes you need for your employees at the Chamber

Employees: pay \$1 to wear the t-shirts on

TOUGH ENOUGH TUESDAYS

**Proceeds go to Hospital Foundation,
New Hope Foundation & Rodeo Association**

Vote for the Rodeo Committee
Member that you want to see go...

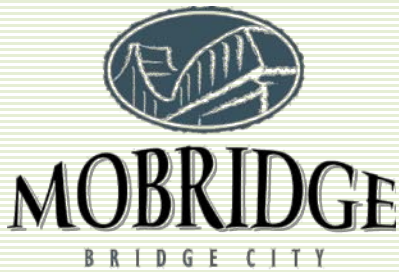
Kamikaze
for cancer

Top 4 earners will participate in a Cowhide Surfing Contest
during the Tuesday, July 3rd Rodeo Performance!

Brought to you by the Tough Enough to Wear Pink Campaign

...and you will have to show up to
see what the losers have to do!



**CHAMBER BOARD, STAFF, &
COMMITTEE INFORMATION**



Board of Directors

B J Wiest, President Dacotah Bank	<u>845-3673</u>
Vice President, Nicole Schneider Moberidge Regional Hospital	<u>845-3692</u>
Treasurer, Cindi Volk Great Western Bank	<u>845-7233</u>
Director, Brent Kemnitz MoRest Motel	<u>845-3688</u>
Director, Lyle Lindeman Lucky's Gas n More	<u>845-3382</u>
Director, Delphine Steuck Pizza Ranch/Kountry Kamping & Kabins	<u>848-1000</u>
Director, Jeff Jensen Jerry's Pawn & Gun Shop	<u>845-3855</u>

Staff

Michele Harrison
Executive Director
mharrison@moberidge.org

Luann O'Connell
Executive Secretary
luann@moberidge.org

Chamber Office: (605) 845-2387

Fax: (605) 845-3223

Office Hours: Monday - Friday

8:00 am - 5:00 pm

Committees

North Central SD Economic Development
4th Monday of each Month - 4 pm
Christine Martin-Goldsmith, Executive Director 845-5202

3B Tax Committee
1st Friday of each Month - Noon @ Pizza Ranch
Michele Harrison, Executive Director 845-2387

Tourism Committee
3rd Tuesday of the Month - 10 am @ Chamber
Rick Bolduan, Co-Chair 845-2946
Dawn Konold, Co-Chair 845-3654
www.moberidgeoutdoors.com

Ambassadors/Ag Committee
John Badgley, Chair 845-3664

June 2012

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1 3B Meeting/ Pizza Ranch	2 City Wide Rummage Sale The Bay/Grand River Casino & Resort's Walleye Tournament Oahe Hills Golf Course/Four Man Scramble
3 Moose Lodge Breakfast Buffet	4 City Council Meeting	5 SD Drivers License Exam American Legion Auxiliary Meeting Moose Lodge Meeting Moose German Food Buffet Alzheimer's Support Group 2012 Park Board Meeting	6 SD Drivers License Exam American Legion Post 4 Meeting River Run Barrel Racing Series	7 Bridge City Coin & Stamp Club	8 2nd Annual Denny Palmer Memorial Walleye Classic	9 2nd Annual Denny Palmer Memorial Walleye Classic Northern Oahe Friends of NRA/Women on Target Program
10 Guys & Gals Dance/Moose Lodge Northern Oahe Friends of NRA/Legion Fun Shoot	11 Masonic Family Picnic & Social	12 Chamber Board Meeting SD Drivers License Exam Masonic Bi-Monthly Shrine Meeting/Installation of Officers	13 SD Drivers License Exam River Run Barrel Racing Series	14	15 Plein Air Artist Gathering @ Holy Spirit Chapel on Firesteel Creek	16 32nd Annual 3M Club Walleye Classic out of Indian Creek Plein Air Artist Gathering @ Holy Spirit Chapel on Firesteel Creek
17	18 City Council Meeting	19 Tourism Meeting SD Drivers License Exam	20 SD Drivers License Exam River Run Barrel Racing Series	21	22	23
24	25	26 SD Drivers License Exam 2012 Park Board Meeting	27 SD Drivers License Exam	28	29 Wellmark Tour De Oahe Bike Ride @ Downstream Group Lodge/Pierre	30 Wellmark Tour De Oahe Bike Ride @ Downstream Group Lodge/Pierre

Mobridge Chamber of Commerce

103 N. Main St.

Mobridge, SD 57601

www.mobridge.org



Picture of Lake Oahe (1978)

Life isn't about waiting for the storm to pass. It's about learning to dance in the rain.