

American Life In Poetry

Saying Goodbye

BY TED KOOSER
U.S. Poet Laureate

I once attended a memorial service at which a friend's ashes were put in the Platte River at first light, just as thousands of Sandhill Cranes were lifting off the water, crying. Flowing water has just what it takes to carry someone away in fine style. Here's a poem by Kyle Harvey, who lives in Colorado.

SETTLER'S CREEK

You'd been gone four months by then,
but we brought you along anyway.
On my back, you rested
riding inside a wooden box.
The idea was to lay you gently
at the water's surface,
but our clumsy hands spilled you,
and it was hard to tell whether you went head
or feet first, but it didn't much matter
anyway, I suppose.
You would float on down the creek
until you had reached the next and so on.
My father gave a little wave and joked,
"We'll see you back on down in Denver, Dad."
We stood there in silence
listening to you chuckle
under the bridge and over
the first set of riffles downstream.

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Dept. Of Tourism Launches Campaign

PIERRE — The South Dakota Department of Tourism's summer marketing campaign is in full swing and already drawing attention from travelers.

The 2015 campaign theme is "My Great Place," which was developed in partnership with Lawrence & Schiller Marketing and Advertising of Sioux Falls.

"The 2015 theme is a brand new campaign that allows the visitor to determine for him or herself what their great place is in South Dakota," said Jim Hagen, Secretary of the Department of Tourism.

So far, the campaign has been performing well. Recent statistics show that year-to-date, inquiries are up 17.9 percent, hotel occupancy is up 4.6 percent, and revenue sources such as the BBB tax and tourism promotion tax are showing increases.

The peak season campaign consists of network and cable television, newspaper inserts and promotional efforts running in Denver; Kansas City, Missouri; Madison, Wisconsin; Milwaukee; and Omaha, Nebraska. The department is also placing national magazine advertising in women's publications such as *Midwest Living* and *Better Homes & Gardens*, and in niche magazines such as *National Geographic Traveler* and *National Parks Magazine*.

In addition to this traditional marketing, the department has comprehensive digital, social and promotional campaigns. The department is also placing a special emphasis on the Minneapolis market this spring and summer.

Beginning in April, the department placed larger-than-life images throughout the Minneapolis skyway system, and is planning a street team effort in the skyways the week of April 20 with their Mount Rushmore mascots. The team will also meet one-on-one with area media and travel writers while in the city.

Court Scams Target So. Dak. Citizens

PIERRE — Attorney General Marty Jackley has announced that South Dakota citizens continue to be heavily targeted by two different types of telemarketing scams that use the court system as a means to construe urgency to their claims.

Both scams include recorded phone messages that threaten the recipient with law enforcement action if the phone call is not returned. Once the call is returned the citizen is asked to provide personal identifying information including social security numbers and then they are instructed to obtain a Green Dot card to pay the penalty for being late.

"These scam artists are banking on an individual's sense of fear for financial gain," said Jackley. "Court and law enforcement officials do not call citizens asking for them to pay fines for failing to report to jury duty or any other court hearing."

One of the recorded messages claims to be with the Clerk of Courts office and if a phone call is not immediately returned the consumer will be actively pursued at their place of employment and residence. The second recorded message claims that the individual has missed a summons for jury duty. The caller will ask for a Social Security number or other personal identifying information to verify jury information. They use the threat of arrest to convince trusting individuals to provide this information.

It is important for citizens to remember that the Court does no use email or phone solicitations to ask for private, sensitive, identifying information related to jury duty or any other court hearings. In very rare circumstances, the Court may call potential jurors, but if a call is made, the Court will already have the identifying information that is needed.

If you have been a victim of this scam or need any additional information, contact the South Dakota Consumer Protection Division at 1-800-300-1986 or consumerhelp@state.sd.us.

Unfortunately, Luxury Cars Have Luxury Repair Costs

BY RAY MAGLIOZZI
King Features Syndicate, Inc.

Dear Car Talk:

I am an old fellow (77), but not yet senile, I think. Every time I take my 2007 Mercedes Benz ML350 to the dealer, I am amazed by the high maintenance cost. The first time I got an oil change, I was charged for two oil filters, both of which were "fleece" filters. I pointed out what I thought was an error for charging me for two filters, but they told me that my engine has two. This past week I took the car in, and they said one shock absorber was leaking and needed replacing, but both should be replaced at the same time. The cost for replacing two rear shocks was an astronomical \$1,200. About half was labor and the other half parts. Why does this cost so much? The car has only about 21,000 miles, and as you can see, my cost per mile (3,000 miles per year) is really high. I hope, as a senior citizen, I am not getting "fleeced."

— Marshall

No more than other Mercedes owners, Marshall.

When you buy a "luxury" car, part of the deal is that you're going to pay luxury prices for maintenance and repair — especially at the dealership. Who else do you think is going to pay



Ray
MAGLIOZZI

Mercedes shocks.

At this point, since you're no longer under warranty, your best option might be to find an independent mechanic for routine service and repairs. While you still might want to go to the dealer for anything unusual or complicated — since the dealer knows these cars better than anybody — there's no reason that Dieter and Fritz down at German Auto and Hummel Figurine Emporium can't do your oil and filter changes, scheduled maintenance, basic repairs, and brakes, tires and shocks. And they'll do it cheaper than the dealer will.

They'll still have to buy certain Mercedes parts from a nearby dealer. But they may also have experience with

aftermarket parts that they feel are just as good, and are a lot cheaper.

If you need help finding a trustworthy mechanic, try checking out our Mechanics Files (www.mechanicsfiles.com). That's a database of mechanics who have been personally recommended by other readers of the column and listeners to the radio show. Put in your ZIP code and look for a highly recommended shop that specializes in German cars, and see what comes up near where you live.

You might not get free schnitzel in the waiting room like you're used to at the dealership, Marshall, but your American Express card won't be smothering quite so much after you pay your bill.

Auto repairs can be costly! Save money by ordering Click and Clack's pamphlet "Ten Ways You May Be Ruining Your Car Without Even Knowing It!" Send \$4.75 (check or money order) to Ruin, P.O. Box 536475, Orlando, FL 32853-6475.

Got a question about cars? Write to Car Talk in care of this newspaper, or email by visiting the Car Talk website at www.cartalk.com.

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AND DOUG BERMAN

Yankton Elks Officers Installed



SUBMITTED PHOTO

Yankton Elks Lodge officers were installed and honored at Yankton Elks Lodge April 11. From left, out-going Exalted Ruler James L. Van Osdel presented awards to Lonnie Herrboldt, Karen Payne and Ted P. Mickelson. Steven Pietila, right, was installed as current exalted ruler.

American Red Cross Launches New App With Information For Emergencies

ST. LOUIS — The American Red Cross announces the release of its new Emergency App which gives people instant access to weather alerts, life-saving information and ways to contact family and friends in one free, easy-to-use app for mobile devices.

This all-inclusive app provides expert advice on what to do in case of disasters such as hurricanes, earthquakes, floods, tornadoes, home fires, wildfires and more. The free Emergency App is available in app stores for smartphones and tablets by searching for the American Red Cross or by going to redcross.org/apps/.

"When an emergency occurs, it's important for families to stay safe and connected," said Tony Burke, Red Cross Executive Director in Eastern South Dakota. "Our Emergency App does that. It covers 14 different types of disasters and lets users customize more than 35 emergency alerts so that



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they will know what to do no matter where they live or travel."

"Family Safe" is a new, unique feature that allows the app user to notify loved ones who are in an area affected by an emergency or disaster. The recipient can instantly see the alert details as well as specific "what to do now" steps, and then respond with either "I'm safe" or "I'm not safe." This

feature works even if the recipient has not downloaded the Emergency App.

The Emergency App has many features, including:

- Emergency first aid information for situations such as heart attacks, heat-related emergencies as well as water safety information;
- Preloaded content so users can access guidance from Red Cross experts even without mobile connectivity;
- A single map with open Red Cross shelter locations and weather information;
- A home fire section with detailed prevention and safety tips as well as Red Cross "After the Fire" information;
- A "Make a Plan" feature to help families plan what to do and where to go if a disaster strikes; and
- The ability to easily toggle between English and Spanish.

In addition to smart-

phones and tablets, this feature will be available on the new Apple Watch and can be downloaded from the Apple Watch App Store starting April 24.

Red Cross apps have been downloaded more than 6 million times and nearly 400 million alerts have been sent since the launch of the first app in 2012. In the past year alone, more than 350 million pages were viewed and the "I'm Safe" feature was accessed just over 550,000 times across all preparedness apps.

While apps can help prepare someone for disasters, it's important to note that they are not substitutes for training. People can take Red Cross First Aid and CPR/AED courses so they'll know what to do in case help is delayed. They can get information and register at redcross.org/TakeAClass.

Kmart Names New Pharmacy Manager, Justin Cunningham

Sears Holding Company Hoffman Estates, IL, has named Justin Cunningham, Bloomfield, NE as its' new Pharmacy Manager at Yankton Kmart #4813.

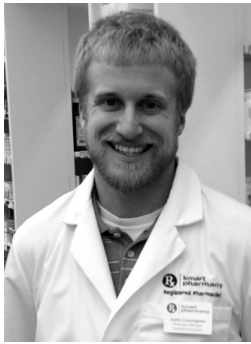
Justin is a 2014 graduate of South Dakota State University where he earned his doctor of pharmacy degree. He has lived in Nebraska/South Dakota area his entire life and is excited to be part of the Kmart family.

Recently several rumors have been spreading throughout Yankton and the surrounding area that Kmart will be closing. This is false. Kmart is not closing. This store and pharmacy are doing well and plan on being here in Yankton for many years to come.

So if you are looking for a fast, friendly pharmacy, stop in Kmart and visit with the staff there.



2210 Broadway St., Yankton, SD • 605-665-7920



Rx

Kmart Pharmacy offers:

- * Immunizations (flu, shingles, pneumonia shots, etc.)
- * Specialty Pharmacy Services
- * Free mail-out Services
- * Discounted over-the-counter Medications
- * Prescription Savings Club
- * Free auto-fill program
- * Shop Your Way Rewards program (new and updated)

Stop in and visit with Justin, John or Rhonda to learn how to get \$10 in Kmart Rewards filled for every five prescriptions filled.

* Mobile app (new/coming soon)

Pharmacy Hours:
Monday-Friday, 9 a.m.-7 p.m.
Saturday 9 a.m.-5 p.m.
Sunday 10 a.m.-3 p.m.

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You're News! The P&D

Thank You

I want to thank everyone for helping me celebrate my wonderful 100th birthday parties.

Thank you all for your gifts and cards and to my grandchildren for giving the parties for me. I had a wonderful time and enjoyed visiting with all of you. A very special thank you to Cliff Gullickson for playing and singing Happy Birthday to me. God bless you all. ~Josephine Braunesreither

Erickson-Bertsch

MaryChar Erickson and Nathan Bertsch, both of Sioux Falls, SD, announce their engagement and upcoming marriage. Parents of the couple are Richard II and Lynette Erickson of Yankton, SD, and Dean and Sheri Bertsch. The bride-elect obtained her BA and M. ED in Elementary Education & Technology from the University of Sioux Falls in South Dakota, and is currently employed as a 5th grade teacher in the Harrisburg School District. The groom-elect obtained his BA in Spanish & Business from the University of Sioux Falls in Sioux Falls, SD, and is currently employed as a Communications Specialist for the City of Mitchell, SD. The couple is planning a June 13, 2015 in Pierre, SD, at the River Rock Lodge.