

### ‘Managing Change Seminar’ Series To Begin

BROOKINGS — SDSU Extension Economics will host a five-week Managing Change seminar series beginning Feb. 12. The series covers a range of topics of interest to agricultural producers, the business community and investors.

The seminars run from noon to 1:30 p.m. CST on the campus of South Dakota State University at Pugsley Hall in room 214. The seminar will also be broadcasted to SDSU Extension Regional Centers; see <http://igrow.org/events/> for details on attending at the centers. The series will be available as podcasts after each session.

The seminar agenda includes:

- Feb. 12 — “Grain Market Outlook Strategies,” presented by Lisa Elliott, SDSU Extension Commodity Marketing Specialist. This presentation will provide a fundamental outlook by exploring the drivers in the grain and oilseed markets for 2013.
- Feb. 19 — “Tax Talk” presented by Vicki Koch, SDSU Accounting Instructor. As part of National Entrepreneurship Week 2013, this presentation will teach attendees about tax deductible expenses related to small businesses and their Schedule C filings. Topics include: tests for deductibility, issues related to certain deductible expenses, and deductions for home office use.
- Feb. 26 — “Cattle Markets and Risk” presented by Matthew Diersen, SDSU Extension Risk/Business Management Specialist. Diersen will discuss market fundamentals, the long-range outlook, basis trends and volatility levels with the intent of helping cattle producers make sound risk management decisions.
- March 6 — “Macroeconomic Outlook” presented by George Langelett, SDSU Extension Small Business Specialist. Langelett will discuss the fundamentals of the U.S. economy, both effects of recent history and near term outlook, with the intent of helping local businesses make sound decisions based on the health of our macro economy.
- March 13 — “Ag Land Rental Markets” presented by Burton Pflueger, SDSU Extension Agribusiness Management Specialist. Results from the SDSU Farm Real Estate Market Survey will be presented. Discussion will consider factors influencing market decisions and impacting farmland markets.

### I-29 Dairy Conference Feb. 27-28 In S.F.

BROOKINGS — SDSU Extension together with the I-29 Dairy Outreach Consortium will host the eighth annual I-29 Dairy Conference Feb. 27-28 in Sioux Falls.

The mission of this multi-state event is to prepare and develop a sustainable dairy community. In addition to dairy producers from South Dakota, producers from North Dakota, Minnesota, Iowa and Nebraska are expected to attend, along with allied industry personnel.

The conference will be held at the Best Western Ramkota Inn Conference Center, 3200 West Maple Street, Sioux Falls, S.D. (Exit 81 off I-29 South of I-90).

To make a lodging reservation at Ramkota Inn, call 605-336-0650. Reserve your room by Feb. 18.

To view program details and register visit <http://igrow.org/events/i-29-dairy-conference/>.

### Livestock Production Forums To Be Offered

PIERRE — The South Dakota Department of Agriculture (SDDA) and South Dakota State University (SDSU) Extension will hold forums across the state to discuss South Dakota’s vision for livestock production this winter.

“South Dakota has progressive, forward-thinking entrepreneurs who understand the exciting potential of today’s agri-business marketplace,” said S.D. Secretary of Agriculture Walt Bones.

All forums are scheduled to begin at 6:30 p.m. local time but are subject to change.

Dates and places for area forums are as follows:

- Feb. 25 — Platte Livestock
- March 6 — Yankton Livestock
- March 7 — Sioux Falls Regional
- March 21 — Chamberlain Livestock

For more information, contact Sarah Caslin, SDDA Livestock Development Specialist at 605-773-3649 or visit <http://sdda.sd.gov>.

### Opinion

## Super Bowl Commercial Captured Farmers’ Special Spirit

BY RITA BRHEL  
P&D Correspondent

Social media was alive with votes of favorite Super Bowl ads earlier this week, and not surprisingly, Dodge Ram’s farmer tribute

<http://abcnews.go.com/blogs/business/2013/02/dodge-rams-super-bowl-spot-features-paul-harveys-tribute-to-farmers/> — ranked high among anybody and everybody that had any association with a farm, whether they grew up there, live there now, or ever drove by one.

It was a good ad. It made you feel proud to be, or to know, a farmer. And I like how at the end, it proudly displayed the FFA logo. Wow, FFA, you got a great sponsor there — a business that certainly is still trying to sell trucks, but that would carry a nonprofit’s logo with it during the most-watched-of-all annual television event. That’s the Holy Grail for all nonprofits.

It was an ad that dug deep into your heart, into your soul, into the



Rita  
**BRHEL**

radio legends that stretched well beyond the cab of the combine and became an American icon. It was Harvey’s 1978 “God Made a Farmer” speech given at an FFA convention, just as true today as ever, even with comments of tying wool bales, which hardly anyone ever does anymore.

Probably my favorite part was the bit about how a farmer would stop mowing for an hour to splint a songbird’s leg. That in all that

roots of your ancestors. It touched every point valued by the farming culture — the sacrifice, the faith, the work ethic beyond anything else, the compassion, the determination. And all to the tune of Paul Harvey, one of those farm

gruffness and workaholicism, that there is tenderness that transcends capitalism.

Probably best of all, the commercial wasn’t funny. It was poignant. It stopped time. It stopped conversation, all eyes turning toward the TV, hands halfway in the chip bag for a refill. And it could almost stop your heart.

Someone notices us — the farmers of America. Someone notices and recognizes and respects us enough to put it on national TV in front of tens of millions of viewers who aren’t farmers themselves. Wow.

Yeah, I’d buy a truck from Dodge. I think anyone would after that ad. And it’s not because these trucks are better — well, some people would say so — but it’s because you really get a sense that this company cares about production agriculture. Way beyond their pocketbook.

We needed that commercial. In this time of drought-stricken wheat and producers dispersing whole

herds that took a lifetime to develop, that tribute might be able to save some poor farm somewhere where the owner was about ready to call it quits. It reminded us of why we do this, why we chose this profession.

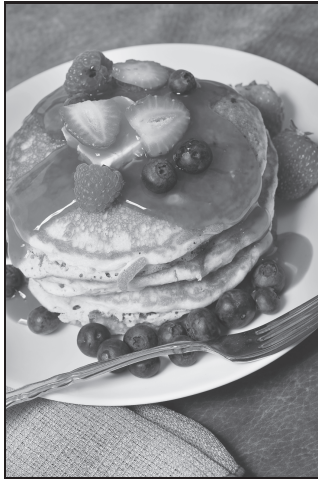
At one point, when things were going particularly difficult on my parents’ ranch, right after selling off way more livestock than they wanted to because of the drought, right after watching 20 or so goats abort, right after the well broke, my mom asked herself why they

were farmers.

And then, she said, she found her answer — standing in the middle of the pasture, watching the cows and their newborn calves, the breeze blowing through her hair, with the wide open sky and meadowlarks flying by, and a jackrabbit nibbling nearby and the call of a pheasant in the distance. She realized that that was why. Because there is no other profession

like farming — none other where the lifestyle is so integrated with the business that they become one and the same, none other that ties people so closely to the earth and nature and God, and she decided: This is worth the sweat and tears and sleepless nights.

There truly is nothing like farming, and thank you, Dodge Ram, for getting that.



**VOLIN FIRE DEPARTMENT  
PANCAKE FEED**  
**Volin Town Hall**  
**Feb. 10th**  
**7 a.m. - 1 p.m.**  
**Serving Pancakes,  
Eggs, and Sausage**  
*Freewill Donation*  
**Pinochle Tournament**  
**Registration at 12 p.m.**  
**Starting at 1 p.m.**  
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A prayer in it's simplest definition,  
is merely a wish turned heavenward.  
—Phillips Brooks

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