

School

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but end up leaving apparel purchases and specific classroom requests for later.

Therefore, retailers must cater to the "early shoppers." These include moms and teachers who have been waiting for back-to-school deals in order to avoid the last-minute rush as their deadlines approach.

But early-season promotional efforts are limited mostly to the digital world. Retailer will send out promotional e-mails and put up back-to-school webpages early. Then, once the season approaches, they will rearrange shelves and create promotional sections inside stores.

This causes in-store promotions to move faster. Retailers want to beat the competition to the punch, before the family's back-to-school budget is depleted. Since many of those parents research products and compare prices online, whichever retailer steps up the fastest is more likely to grab the most attention and, therefore, the most sales.

"This is one of the most competitive times of the year for big retailers. They know consumers are on budgets, and they're vying for those dollars," National Retail Federation spokeswoman Kathy Grannis, noted on a NRF retail trends article.

But because of the small family budgets, most people won't want to invest cash in merchandise they won't even use for another month, even though those early promotions place school supply lists at the entrance of most retail stores. That causes panic to set in for a lot of overwhelmed parents. As a result, they will be more likely to want to cross all of those back-to-school items off their checklist as soon as possible.

Locally, Yankton retailers like Walmart and Kmart are just finishing up their back-to-school advertisements to be ready for shoppers and sales to begin. Though the store display preparations begin early - usually right after the Fourth of July - the height of the sale season will not be until the first week of August.

"We finished the back-to-school displays the weekend after the Fourth of July," said Yankton Kmart store manager Jim Simpson. "But the next few weeks will be a big summer clearance."

"We start after Fourth of July," said Walmart spokesperson Molly Blakeman. "That way, customers have time to find exactly what they want and need for the new school year."

Because consumers have instant access to information on new products, they sometimes want to buy, even if they don't need to use the product for weeks or months.

"Several years ago, we had some customers that were looking for their back-to-school supplies in late June," Simpson said.

"You'll be able to see the promotions on our website and social media," Blakeman said. "We are excited to let our customers know about the deals headed their way."

Promotions are dictated through the corporate

offices. Most stores have to push the end-of-season clearance as much as possible before they can start the new season's sales.

This keeps the bulk of the season in August with many waiting until the new school year starts.

"The day prior to the first day of school, plus the first day itself, are the busiest for shoppers," said Allison Corcoran, senior vice president of marketing for North American stores and online at Staples.

Aside from the retail aspect of back-to-school sales, the forefront of this season is the schools. Teachers and parents are keeping ahead of the season.

Yankton Middle School Principal Todd Dvoracek and Webster Elementary School Principal Melanie Ryken follow a process for coordinating back-to-school season.

"Each spring, the teachers get together at grad/department level and put together the essentials," Dvoracek said. "We keep track during the year of additions or changes but the essentials are usually standard."

"When we mail our end-of-the-year progress reports, we include a supply list for the next year," Ryken said.

Yankton school supply lists usually come out earlier than the season starts, making it more convenient for parents to get into the season shopping early. The increasingly early deadline does not seem to faze school administrators.

"Teachers have a good grasp on what is needed," Dvoracek said. "I don't think the way we put it out will change; our deadlines have been pretty spot-on."

"Our hope is that we have given parents ample time to get things done and think things through," Ryken said.

But as the learning environments change, so does the need for more supplies. Besides the standard notebooks and pens, increased technology is a big part of learning in the classroom. As schools get more smart boards and ipads, students will need coordinating supplies.

"The one new thing we put on our list is a pair of earbuds," Dvoracek said. "It is something that has developed as a necessity with the technological programs the school has included to improve learning."

"Kids get excited about it," Ryken said. "They always want to have the new stuff."

Not only do children have to have the basic supplies, those supplies have to be decked out with their favorite characters. Popular entertainment themes often dictate that "new stuff" that kids want. The new "Minions" movie has been distinctly popular in this year's back-to-school sections, along with "The Avengers" and "Frozen."

"If I started early, the deadline would be feasible," Ryken said. "If you just go and buy two or three things each week, it doesn't seem like a big expense; but I have two boys and we pretty much put it off as late as we can."

According to the NRF, the biggest back-to-school shopping tip is to take inventory. Most kids won't

use up everything by the end of the year. Notebooks, pens and pencils are necessities needed for any grade. Whatever can still be used for the next year will cut some serious change from your school supplies bill.

Though current data shows back-to-school season starting earlier, most parents don't anticipate the season going any earlier than the summer.

"I don't think anyone would shop for the next school year while school is still in session," Ryken said. "From a parent perspective, everything will be full price in May. For example, I wouldn't buy things that they need for third grade while they are still second graders."

"It's an exciting time for all of us," Dvoracek said. "I don't think the earlier the season gets will be a problem."

Follow @alwooc01 on Twitter.

Radio

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"Fire departments and first responders use analog radio and not the digital system for a couple of reasons," Scherschligt said. "City headband that we get called out on is an analog system. All of the tactical repeaters we put in three years ago are all analog systems. The fire departments in the county, the smaller departments, don't have the funding to buy the digital radios. Plus they also don't have the funds to maintain them if something goes wrong."

Storm watchers are also on the analog system. Scherschligt said each unit would cost \$3,000-3,500 to replace with roughly 125 needing replacement throughout the county.

Currently, the city of Yankton is working with a consultation firm to decide the best course of action for

their police department's radio system. Scherschligt was on hand Tuesday to ask the county to join the study for \$8,000 to help find dead areas in the analog coverage area.

Scherchligt said that coverage area for their analog radio system has mostly been based on their best guesses.

"Everything that we've done up until this day, other than state radio, has been a guess," he said. "We've antennas on top of blue water towers. We've put them on towers that we've got out there and we hope we get the coverage."

Scherchligt said the desire is definitely there to move to the more modern system, but the process to digitize may be slow.

"We would love to go to it, but we just can't afford it," he said. "It may be 10 or 12 years from now and we're slowly going to have to slowly work our way towards it."

Yankton County Sheriff

Jim Vlahakis said that the state radio system is a huge convenience.

"The state paid tens of millions of dollars setting up this system throughout the state," Vlahakis said. "I can sit in my office, pick up a portable and talk to a deputy in Rapid City."

The commission ultimately declined to fund the county's inclusion in the radio study.

Commission chairman Todd Woods told the Press & Dakotan that the county will need to move into the future in terms of radio.

"Everything is digital nowadays," Woods said. "Your cell phones are now digital. Everything's moving into the digital age. I don't know if we want to put money towards the analog system. We need to continue to evaluate that."

Follow @RobNielsenPandD on Twitter.

ASK THE EXPERTS

Funeral & Cremation

Q. Is it possible to have a traditional funeral if someone dies of AIDS?



Jim Goglin

A. Yes, a person who dies of an AIDS-related illness is entitled to the same service options afforded to anyone else. If public viewing is consistent with local or personal customs, that option is encouraged. Touching the deceased's face or hands is perfectly safe. Because the grief experienced by survivors may include a variety of feelings, survivors may need even more support than survivors of non-AIDS-related deaths.

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Pharmacy/Nutrition

Q. What is heatstroke?



Kim Kortje

A. Heatstroke is a condition caused by prolonged exposure to high temperatures or by increased physical activity in hot weather. When your body temperature reaches 104 degrees Fahrenheit you are considered to have heat stroke. High humidity, certain health problems, and some medications (such as blood pressure medications, diuretics, antidepressants, antipsychotics, or stimulants) can increase your risk for heat stroke. If untreated, heatstroke can cause permanent brain, heart, kidney, or muscle damage, and can even lead to death. Symptoms of heatstroke may include high body temperature, flushed skin, rapid breathing, racing heart, muscle cramps, or weakness, lack of sweating, nausea and vomiting, headache, confusion, or unconsciousness. The best treatment is prevention. You can prevent heatstroke by wearing loose, lightweight, and light-colored clothing, drinking plenty of fluids such as water or sports drinks, not leaving children or anyone else inside a parked car for any period of time, taking it easy during the hottest times of the day (10am to 4pm), limiting the time you spend working or exercising outside, and being cautious if you are at an increased risk. If you notice signs or symptoms of heat-related illness, you should go to a shady or air conditioned area, cool off with damp sheets soaked in cool water and use a fan to rehydrate. Home treatment is not an option for people who develop this condition, so seek immediate medical attention if you or someone else experiences any signs or symptoms of heatstroke.
Taylor Ramsdell, Pharm. D.
Candidate 2015, SDSU



Family Medicine

Q. Do I still need to vaccinate my child against diseases we don't see anymore?



Brandy Pravecek, M.D.
L&C Specialty Hospital

A. Vaccinations have been very effective over the years in eradicating many diseases. Unfortunately this has caused many people to think that vaccines are no longer necessary, especially for children. In reality, this is simply not true. In order to insure that many preventable diseases do not become epidemic in proportion again, it is essential to insure parents vaccinate their children according to the immunization schedule set forth by the CDC. Many parents think that after their child starts kindergarten, no additional vaccines are needed. This also is not true. Both middle school aged- children and teens preparing to enter college need vaccine updates. By insuring your child is properly immunized, you are not only protecting your child's health but also the health of those around us.

If you are unsure whether or not your child is up to date on his or her vaccines, schedule an appointment with one of the providers at LCFM before school starts this fall.



2525 Fox Run Pkwy., Lewis & Clark Medical Plaza, Yankton 260-2100

Chiropractic

Q. Can chiropractic help my back during my pregnancy?



Sheila Fitzgerald, D.C.

A. It is not unusual to experience back pain during some stage of pregnancy. Chiropractic is a great option for treatment. Treatment is drugless and safe for both the mother and baby. Treatment can start at any stage of pregnancy. Treatment includes techniques that are easy to apply and comfortable for the mother. Due to the nature of how the pregnancy can affect the spine, chiropractic will address both the mechanics of movement and the function of the body through its neurology. This approach has been quite successful and our patients go on to enjoy the rest of their pregnancy.



2507 Fox Run Parkway,
Yankton, SD, 665-8073

Ear, Nose & Throat

Q. Dr. Rumsey, I am having a terrible time understanding my wife. It is really beginning to interfere with our relationship. I am tired of asking and she is tired of repeating herself. What can I do?



Matthew Rumsey,
Au.D. CCC-A

A. Sir, don't feel alone. I hear this all the time. Most of the time decreased hearing is to blame. Typically, trouble understanding conversation is the first sign of hearing loss. The sounds first affected are the sounds we need to separate sit from fit or time from dime. Unfortunately, this loss can really drive a wedge in our relationships. Couples have separate televisions in different rooms, struggle to communicate, and in some cases argue because they feel they are being ignored. The solution is easy. See an audiologist to have your hearing tested. He or she will be able find out if you are not hearing or not listening to your spouse. We can help the not hearing but you are on your own with the not listening.

David Wagner, M.D.
Matthew Rumsey, Au.D., CCC-A
Kendra Neugebauer, Au.D., CCC-A
Professional Office Pavilion,
409 Summit, Yankton
655-1220 · 888-515-6820
www.yanktonent.com



Podiatry

Q. Puncture Wounds Are Serious Foot Injuries



Christine Wiarda,
D.P.M.

A. Bare feet are universally associated with summer, and unintentional to seemingly minor puncture wounds on the soles of your feet can allow serious infections to develop and spread. Puncture wounds require different treatment from cuts because the tiny holes often harbor foreign matter under the skin. Glass, nails, needles and seashells, even small broken pieces from children's toys, are common offenders. Regardless of the substance, anything that remains in the wound increases your chances for complications. Puncture wounds in the feet too often are superficially treated, and it is best to get proper care within the first 24 hours to make sure anything that might be embedded in the wound is removed. Research shows 10 percent of puncture wounds do result in serious infection, but such complications can be prevented with prompt and appropriate medical attention. The depth and relative cleanliness of a puncture wound are the main factors determining possible infection risk. Studies show 60 percent of patients who required incision and drainage of a puncture wound had something embedded. With the increasing prevalence of drug-resistant bacteria, even healthy people are getting potentially life-threatening staph infections. So if you step on something and the skin is broken, get treated right away. Proper treatment involves thorough cleaning to decrease infection risk, and tetanus shots often are needed. Following treatment, the wound should be monitored carefully at home. Sometimes an infection can develop later and migrate to the bones. In all cases, a puncture wound on your foot should never be taken lightly.

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Fitness/Health

Q. I am 75 years old and have noticed that my balance isn't what it used to be. Is there something I can do?



Angie O'Connor
Clinical Exercise Specialist

A. The decrease in your balance capabilities could be due to a variety of things. Many times it is an issue of reduced muscle in the areas of your hips, legs and core that cause a reduced ability for you to be able to "catch" yourself if you are falling or gracefully walk or stand in a way that makes you feel safe and secure. There are many different forms of exercise that can help you increase your ability to better balance yourself including the strengthening of those muscles through specific strength training with weights or perhaps just your own body weight. There are also proprioceptive movement exercises that help train your body how to respond when you're feeling off balance. Many of our senior group exercise classes at the Wellness Center include exercises that help improve your balance, so be sure to come check them out.



501 Summit, Yankton · 668-8357