

## Keep Yankton Beautiful

**BY MARILYN NYBERG**  
 Keep Yankton Beautiful

"History is part of Yankton's future" wrote *P&D's* Nathan Johnson, quoting South Dakota State Historical Society director Jay Vogt in the recent article on "Yankton Day" in Pierre. This Keep Yankton Beautiful article is written from the perspective of a portion of KYB's mission statement: To improve the quality of life and community pride by encouraging commercial and residential owners to improve the physical appearance of their property.

My husband and I live in the house his grandfather built for his bride in 1885. We love our home and our neighborhood of territorial and early twentieth-century homes. Yankton is extremely fortunate to have a great number of historic homes and also many attractive, historic buildings in our downtown.

KYB has accomplished some impressive beautification projects during the ten years of its existence—mini-parks, fountains, numerous plantings, to name a few. In addition to these projects, we want to encourage the restoration, re-purposing and beautification of more of our venerable buildings. Did you know that it costs more to build new than to retro-fit, and in "green" terms, it takes 80 years to recover from tearing down an existing building and building new. KYB lauds the work being done on the Gurney property and the new and exciting uses for some of our wonderful 3rd Street buildings. Yankton's Territorial Museum has begun a long-term, ambitious project to restore the splendid Mead building on the old Human Services campus for use as a museum—with plenty of room for all its exhibits. A museum housed in a building which is itself of great interest is doubly compelling. People—residents and visitors alike—appreciate "old", especially when it is authentic.

The newly-opened Meridian Bridge trail has enticed hundreds of walkers and bikers—and spring will bring users in much greater numbers. KYB is involved, along with the city, in designing a plaza which will connect the bridge to the downtown both physically and thematically. I think everyone would agree that bringing more people to our downtown is a good thing. Do we agree that Yankton needs more people? More students for our schools? More shoppers for our stores, downtown and other? More clients for our businesses and restaurants? How do we attract those prospective visitors and residents? One of the ways is to present our very best face—restored, clean, litter-free, historic and authentic.

Keep Yankton Beautiful is a non-profit organization, relying for its funding on memberships—individual, business or corporate. We launched our membership and renewal campaign this month and we'd like to thank those received to-date including: Sapa Extrusions; Welf Construction; Lewis & Clark Specialty Hospital; Avera Sacred Heart Hospital; Mike, Cindy & Kylie Heuther Family Foundation; First Dakota National Bank; Neighborhood Dental; Vishay Dale Electronics; Carla Addy; Yankton Family Dentistry (Drs. Michael & Darcie Briggs); Jim Means; Wal-Mart; First National Bank SD; Knology; Shur-Co; TruXedo; Wayne & Lori Ibarolle; Gehl Company; Paul's Kwik Stop (Brad & Nancy Wenande); Kevin Carda Insurance; Sherwin-Williams; Art & Marlys Blaaid; Jack & Pam Frick; John & Penny Porter; Sister Elena Hoyer; Jack & Margaret Lyons and the Benedictine Sisters. You will find a complete list of 2011 & 2012 donors, members and Great American Cleanup volunteers on our website at [www.KeepYanktonBeautiful.org](http://www.KeepYanktonBeautiful.org) <<http://www.KeepYanktonBeautiful.org>>. KYB's office, beautifully restored and generously provided by the Kennedy, Pier & Knoff law firm, is located at 322 Walnut. Our email address is [info@KeepYanktonBeautiful.org](mailto:info@KeepYanktonBeautiful.org) and the phone is 689-1600.

## The Great American Cleanup

The Great American Cleanup: Yankton takes place on Saturday, April 14 from 8–11 a.m.; meeting at Memorial Park South Shelter.

The Great American Cleanup, sponsored by Keep America Beautiful, is the nation's largest annual community improvement program, bringing the power of 3.8 million volunteers and participants to create local change nationwide. Volunteers donated more than 5.2 million hours in 2011 to clean, beautify and improve more than 16,500 communities during more than 30,600 events in all 50 states and beyond.

Keep Yankton Beautiful is looking for volunteers for this year's clean-up in Yankton for what is shaping-up to be a lovely Spring! Last year a record 116 people came out on a drizzly Saturday morning in early April and picked-up over 2,000 pounds of trash from Yankton's streets, parks, paths and open areas! This year we're expanding our routes!

Families, groups and individuals of all ages are welcome. You will have a fun time and earn the satisfaction of serving our beautiful community well!

### HOW IT WORKS:

You will be given a map and assigned a route to clean (if you come with a group, you can go on a route together). You'll get a short safety briefing, gloves and trash bags. You go to your assigned route, fill your trash bag(s), tie them securely and leave them for us to come by and pick-up. This can often take less than an hour!

We will have donuts from WalMart, coffee from Starbucks, water from Nestle, and if you bring your re-useable water bottles you will get delicious Culligan to fill them with! We'll also have fun door prizes donated by the Outdoor Channel.

Thanks to Avera, Starbucks, WalMart, Culligan, Knology, Outdoor Channel, City of Yankton, Glad and Nestle who all donated goods and services to Yankton's cleanup, and to Great American Cleanup national sponsors: Pepsi, TroyBilt, Gatorade, WasteManagement, LG, Dow, Wrigley, Solo, Glad and Nestle.

# Navigant

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the expansion of jobs in our manufacturing industry, so we're really looking forward to having them here."

Preister said the VCDC staff led by Executive Director Steve Howe, Mayor Jack Powell, City Manager John Prescott, Mike Keller and Gary Girard from USD, officials from the state Department of Labor and the Governor's Office of Economic Development, and the Vermillion NOW! Advisory Council all played a role in helping to attract the new employer to the community.

"The most important factor, and I think everyone here will agree with this, is the Vermillion NOW! Contributors," Preister said. "Vermillion NOW! has been such a success in the last couple of years. The community has joined together; there's been a lot of teamwork with all of the donations. This wouldn't have been possible without all of the contributors that make Vermillion NOW! possible."

In July 2009, organizers of Vermillion NOW! not only met their goal of \$1.5 million in donations and pledges, but surpassed it. More than 105 local investors pledged amounts ranging from a high of \$450,000 pledged by the city of Vermillion in \$90,000 increments over the next five years, to several one-time gifts of \$500 or less.

A committee made up of approximately 20 people settled on several main goals at the time of the launch of the Vermillion NOW! campaign in January 2009, including new business recruitment and expansion, marketing, workforce development and entrepreneurial development.

The capital campaign was launched in January 2009 after an analysis of the Vermillion community by the VCDC board demonstrated that the community needed funding to stimulate further economic development.

In remarks made at the start of Tuesday's festivities, Howe noted the positive influence that the VCDC has had on the Vermillion community.

"Our organization this year grew in membership, and we have had successful events throughout the year," he said. "We continue to see increases in some of our indicators, such as visitor spending, and we've seen growth in new business and employment opportunities for our citizens."

"Right now, as an organization, I think we're banging on all cylinders, and we're very proud of the accomplishments that we've had this past year," Howe said. "But the successes that we've had didn't occur in a vacuum. It takes people who are willing to work hard and sacrifice. It takes people who are willing to work as a team."

[www.yankton.net](http://www.yankton.net)

# Award

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business members. When choosing the recipient of a family business award, it evaluates valuable contributions to the community through leadership roles, volunteer service, and/or financial support; pride in the business and genuine caring for the personal well-being of employees; integrity; and proven success and growth of the business since its founding.

James Grotenhuis of CorTrust Bank talked about these qualities in relation to the Hunhoff family when presenting the award Tuesday.

"While other magazines are struggling, (South Dakota Magazine's) readership steadily grows every year due to their unique South Dakota qualities that readers can relate to," he stated. "Their readers have created a family behind the magazine that shows the true pride and love for South Dakota that resonates from the images and articles in the magazine. (The Hunhoff family's) devotion to the community of Yankton and the state of South Dakota shows in their commitment of time and talent to the numerous groups and associations that they have helped start and are a part of today."

The staff of South Dakota Magazine nominated the Hunhoff family for the award.

"I can't say enough about the Hunhoffs," said Heidi Marsh, who serves as the marketing director for the magazine and has worked there more than five years. "Bernie takes care of all of us. We have lots of celebrations here at the office where not just us but also our families are encouraged to come. The

readers are often referred to as family, too. They really give us so much input at the magazine. Our best story ideas come from our family of readers."

In the nomination form, she noted that in 1985 Bernie and Myrna sent out about 500 magazines, about half of which were free trials. Today, the magazine enjoys a subscription base of more than 43,000 people in all 50 states.

The Hunhoffs have not forgotten who helped get the magazine off the ground, Marsh added.

"Yankton really helped start the magazine," she said. "Our first readers were Yankton readers. Our first advertisers were Yankton businesses. We continue to appreciate our Missouri River town. We love being here."

Bernie said that, looking out upon the audience Tuesday, he was reminded of that fact.

"The Yankton business community has been so supportive of the magazine from the day we started and had no readers or advertisers," he stated. "Some of our first readers and advertisers were sitting right there."

When asked if the early days of the magazine were rough, Bernie puts it into perspective.

"Rough was cleaning hog houses with pitchforks and stacking hay in 100-degree heat (like we did on the family farm growing up)," he said. "I never thought it was as rough as that. My brothers and I grew up on a farm north of town, and we loved the farm life. We knew what real hard work was, and this stuff in town is nothing compared to that."

Bernie credits the extended family of about a dozen employees for making it fun to come to work every day and for the magazine's success.

"We appreciate every single one of them (past and present)," he said. "When the magazine started, it was pretty much just me. Myrna

would help out with the business end, but it was mostly me on the creative end. I would sell ads, write stories and lay out pages. If you look at those magazines, they are absolutely pathetic and embarrassing magazines. But then, as we hired people, each person made it better and better. I eventually realized that the more smart people you hire, the better the magazine is going to be."

South Dakota Magazine has been touted as one of the state's biggest boosters. It received the A.H. Pankow Award from the South Dakota Office of Tourism in 2011. It recognizes a media outlet or individual member of the media whose coverage and promotion of the state's visitor industry is unparalleled.

"That's never been our intention (to promote the state)," Bernie said. "Our intention was just to go out and show the state as it is."

For more people than Bernie ever expected, that's good enough for them.

"People love the magazine," he said. "We have readers in states far away who have never stepped foot in South Dakota but somehow, through a spouse, friend or neighbor, have become fans of South Dakota Magazine. That's pretty cool. That doesn't say as much about us as it says about South Dakota. We live in a fascinating place. We've never taken the attitude that South Dakota is better than other states. We just say it's a place of value with great and fascinating people."

Despite the accolades the publication has earned through approximately 160 issues, Bernie said his goal for the magazine has remained the same.

"We've always said we will try to make each issue better, and I think we've done that," he stated.

a brother-in-law, Scott Weier, Columbus, NE. He was preceded in death by his parents, a son Terry, in laws Lawrence and Marge Weier, and 2 brother-in-laws, Orlando "Chevy" Kaufman and Don Spomer.

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## Riverside Trail To Be Closed For Construction

The Yankton Department of Parks and Recreation would like to inform the community that the Riverside Park Trail, under the new Discovery Bridge, will be closed due to construction on the water intake pipe for the water treatment plant.

Citizens should not enter the construction zone areas and respect all fences and barriers as areas that should not be entered. For more information, call the Park and Recreation Department at 668-5231.

## Dakota Smiles Care Mobile Coming To Yankton

Has your child not seen a dentist for two or more years? Can't afford dental costs? This opportunity is for you.

The Dakota Smiles Care Mobile is coming to Yankton, March 26-30. No child is turned away for inability to pay.

The Dakota Smiles program provides comprehensive oral health care to children ages 0-21.

Preregistration is required to participate and is being taken until 5 p.m. Friday, March 23, so sign up at the United Way office today. Registration forms available at the United Way, 610 W 23rd Street, [www.yanktonunitedway.org](http://www.yanktonunitedway.org), or call 665-6766. Registration forms can also be obtained at the Contact Center, County Health Nurse, Clothing Closet and Head Start.

## Christ The King To Hold Groundbreaking

Christ the King Lutheran Church, Yankton, will hold a short groundbreaking ceremony at 11:45 a.m. Sunday, March 25, at 305 W. 25th Street.

The congregation is undertaking a building expansion project to increase classroom and meeting room space. Pastor Dani Jo Ninke reports that the congregation is enthusiastic about the project which is needed to accommodate the growing congregation.

Christ the King is a member of the North American Lutheran Church.

## Sodak Stamm To Meet In Kaylor March 25

KAYLOR — Sodak Stamm will meet for a big first-of-the-year kick-off meeting at 2:30 p.m. Sunday, March 25, at the church heritage site in Kaylor.

The program will include a special group of singers. Everyone is welcome.

## PFLAG-Yankton To Show 'Two Spirits' Film

The Yankton chapter of Parents, Family and Friends of Lesbians and Gays (PFLAG) will be meeting at 3-5 p.m. Sunday, March 25, in the Fellowship Hall at Peace Presbyterian Church, 206 E. 31st St. All interested individuals are invited to attend.

The film "Two Spirits" will be shown. It is a documentary that explores the cultural viewpoint of Native Americans who are gay. "Two Spirits" interweaves the tragic story of a mother's loss of her son with a revealing look at the largely unknown history of a time when the world wasn't simply divided into male and female and many Native American cultures held places of honor for people of integrated genders.

For more information, email [pflag\\_yankton@hotmail.com](mailto:pflag_yankton@hotmail.com).

## One-Day Shopping Event Set For Lincoln Elem.

Looking for a special gift for Easter, Mother's Day, Father's Day, graduation, a wedding or other special occasion this spring? You'll be sure to find it and more at the Vendor Fair, Bake Sale and Silent Auction of Gift Baskets event coming to Yankton's Lincoln Elementary School from 1 p.m. to 4:30 p.m. on Sunday, March 25.

You'll find more than two dozen vendors' booths, featuring cooking tools, candles, jewelry, home decorations, books, cleaning aids, scrapbook and stamping supplies, purses, specialty food items and more, to visit. There will also be an assortment of baked goodies to purchase and up to a dozen themed gift baskets to bid on as part of the Silent Auction.

Don't miss this one-day, special-occasion shopping event at Lincoln Elementary School, 815 Locust St. in Yankton. It is being sponsored by the Lincoln Elementary PTA.

## Compost Available At Transfer Station

Compost made from grass clippings, leaves and other yard material is available to local gardeners at the Yankton transfer station located at 23rd and Kellen Gross Drive.

The compost is loaded into containers and vehicles by those getting the material. The compost is considered a soil conditioner and the proper use of the compost is the responsibility of those receiving the material. The compost has not been tested for chemical content.



The transfer station is open 8 a.m.-3:45 p.m. Monday through Saturday. There is no charge for the material.

## MMC Seeks Public Input For Accreditation

Mount Marty College is currently preparing for its 10-year review for continued accreditation by the Higher Learning Commission.

An important part of the review process is collecting comments from the public concerning the college. Comments may be submitted electronically at the website of the Higher Learning Commission at <http://www.ncahlc.org/Information-for-the-public/third-party-comment.html> or mailed to the commission at: Public Comment on Mount Marty College, The Higher Learning Commission, 230 South LaSalle Street, Suite 7-500, Chicago, IL 60604-1411

All comments must be received by the Higher Learning Commission by Sept. 30, 2012. Comments received after that date may not be considered by the commission.

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