

Chamber Launches 'Yankton First' Awareness Campaign, Marketplace Supporting Local Business

On May 3, the Yankton Area Chamber of Commerce will launch the "Yankton First" awareness campaign to help support local businesses, educate the public and stimulate the local economy.

The last year has been a challenging one for the community of Yankton. Higher unemployment and the general state of the economy has left many residents unsure of what to expect and made everyone leery of making purchases that they normally would not have thought twice about previously.

After much discussion over the past months, a special task force and the Trade & Growth Committee of the Chamber decided it was time to take action and create a program to inform residents and businesses on their role and the power they have when they spend their dollars locally. The Yankton First shop local campaign combines both the education and marketplace for value coupons.

Now more than ever, it is critical for everyone, businesses and residents of Yankton to understand the importance of making a conscious effort to support the local community by practicing four simple words: Think. Buy. Be. Local. This is the basic premise of the awareness message that the media will be publicizing over the next several months.

Carmen Schramm, director of Member Services for the Chamber, stated, "We know that buying products and services a budgetary decision for businesses and a recreational activity for residents. What we want to encourage everyone to do is 1) Think...can I get that product or service in Yankton? 2) If I can, I should Buy it in Yankton; and 3) Be Local whenever I can because it returns so much to the community."

The entire community benefits when spending is kept locally. It strengthens our community's economy, keeps our friends and family members employed, and allows businesses to continue to support our school activities and non-profit groups, just to name a few key reasons.

The "shop local" message has been around for years but it has a whole new meaning in the current economy.

During the "Yankton First" campaign, radio and newspaper ads will give the "top 10" reasons to think and buy locally. It's easy to say that Yankton just doesn't have what you may be looking for, but truthfully many consumers have never shopped at various stores in the community to see what they actually carry. Did you know you can order from the catalog at JCPenney or find an item on-line at Sears and they will order it to be delivered locally and the sales tax revenue still comes to Yankton? Look at it from another perspective - if your church, school or charity is asking for donations from local businesses, it makes sense that you are supporting that business because they can only contribute by staying financially healthy.

The website can be accessed through the Chamber site, www.yanktonsd.com, under the programs and events or directly through the domain name www.yanktonfirst.com. Visitors to the site can click on the "Think" tab to read about the reasons for shopping local and read testimonials from area businesses, groups and consumers. The "Buy" tab hosts three directory listings to help consumers find any business located in and around the Yankton area. Businesses can select the "Be" tab to download and customize marketing materials that include logos, fliers, bag stuffers, posters and table tents to help spread the message. The final "Local" tab will take visitors to the Marketplace value coupon section. The Web site www.yanktonfirst.com/marketplace will offer consumers value coupons from area businesses every month. These coupons will vary in offers and expiration dates and will be updated monthly so the public is encouraged to preview and print off coupons and take them to the store of their choice for redemption.

TEACH

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Morfeld said.

After Orth's death, Morfeld received articles, newsletters and even a porcelain doll — a school girl with a report card — that the aide wanted the young teacher to have.

Morfeld enjoys one other connection, as she announces the winner of the Loraine Orth Memorial Scholarship during the Scotland school's annual awards day.

The two women built a personal as well as professional relationship, said Scotland superintendent Damon Alvey, who also serves as elementary principal.

Those lessons proved valuable for Morfeld, who faced setting up a new classroom in a new building, Alvey said.

"Lorry also had a large class that first year, so it was baptism by fire. She wanted everything to be perfect, and then you had a large class of 26 or 27 kids," Alvey said. "Now, in two years, there will be another big class. But I don't think it will be a problem because she brings expertise that comes with age and experience. She's not the newbie anymore."

STAYING IN TOUCH

Morfeld still remains close with her first class, even though they are now middle-school age.

"You always remember your first class," she said. "They were so funny. They were such a good time and easygoing. Everybody participated. They didn't make your first year as a new teacher that difficult. With such good students, you wanted to be here."

Morfeld tries to give her students good character as well as knowledge. She will commend a student for a positive act, also letting parents know about the good deed. When needed, she will pull aside a student and point out a shortcoming without embarrassing the child in front of others.

After five years, Morfeld tries to come up with new teaching methods to reach students and keep herself from falling into a rut. This week, for instance, she used a Promethean board, an interactive white board with a big screen TV. But not all lessons rely on technology. Morfeld used the "coin challenge," requiring students to guess the color of a coin behind her back as a lesson on probability.

Morfeld helps students prepare for the Dakota STEP standardized tests, but she also urges them to approach it in a relaxed manner.

"We have kids who throw up because they get so nervous," she said. "But they have to know that it's OK if they don't know every single answer."

Those are lessons for everyday life, she said, noting she wants learning to be fun.

"Some students cry when they get something wrong, but I show them it's OK," she said. "I make mistakes, and I'm still breathing. You learn from your mistakes."

Morfeld's achievements weren't limited to the classroom, as she coached volleyball the first four years.

"The first year was a real learning experience. If we lost, we knew we gave our all. I wanted them to feel good about their performance and do something pro-active," she said. "I would rather have them lose, playing their best, than win and not play their best."

Morfeld enjoyed a built-in cheering section, as her husband David, her parents, brothers and extended family attended her volleyball matches, Alvey said.

"Every time there was a home volleyball game, I came back to lock up the school, and her family was in her classroom with her, talking about the good job on the game or telling her to keep her chin up," Alvey said.

SUPPORT AT HOME

Morfeld credits her husband, David, with supporting her teach-

ing and coaching career. "David is my super fan. He keeps me sane, and he helps correct papers," she said.

Their schedules can be demanding, as they live in Yankton and commute to work in opposite directions. David serves as assistant manager at Wal-Mart in Vermillion, meaning the couple may see little of each other for days.

However, David said he is happy that Lorry continues teaching in Scotland.

"The thing that I like the most about her being in Scotland is the fact that she has had such an amazing support group of teachers and administration," he said. "They have really been a welcoming group of individuals who have always been more than willing to help give advice to a young teacher and family."

The Scotland school district and community embrace the Morfelds, David said.

"The small things matter, and we are yet to encounter a time where something small has gone unnoticed," he said. "The overall personality of the staff is so incredible, that you can't help but want to be in their facility. I couldn't pick any better of school for Lorry to be."

David said he will continue supporting Lorry's career in Scotland in any way possible.

"Teachers are one of, if not the most, important profession in the world," he said. "I love the career path that Lorry has chosen, and I have grown to appreciate more the role all teachers play in the lives of our youth."

FINDING MENTORS

Lorry Morfeld has also received support from her Scotland mentor, first-grade teacher Brenda Danielson. The two women also attend workshops together and served on a state committee that revised the math standards for South Dakota schools.

"Lorry has matured into an excellent educator. She has the loving concern for each of her students combined with high expectations for quality work," Danielson said. "Lorry uses a variety of strategies to keep her students anxious to come back tomorrow so see what they may learn. She has been very creative in gathering resources to make learning fun for her students."

Morfeld shows a passion for her students and their success, Danielson said.

Besides Danielson and other staff members, Alvey has provided support over the years, Morfeld said.

"Damon is always there for you," she said. "He observes us, but it's not intimidating. He comes up with positive things, and we try our best. You love to go to work. His word is his word, and he gives us reassurance."

Morfeld said she enjoys the small-school atmosphere found at Scotland.

"I love it here. You make such a splash, and you have your own classroom with a great group of kids," she said. "I don't see it as a job. It's what I do."

Morfeld said she benefited from the same small-school setting at Mount Marty College.

"Mount Marty taught me so much more than has made me a better teacher," she said. "I never feel a moment where I'm not prepared. I just never feel at a loss."

LOOKING TO THE FUTURE

Morfeld has avoided the burnout that often claims new teachers, Alvey said. Morfeld has already surpassed one milestone, as half of beginning teachers don't make it through their first five years, he said.

"Every career, you start off with the way you expect everything to be," he said. "You have grandiose plans for the world and the kids. The trick is to keep that enthusiasm but not run yourself ragged."

Morfeld's series in the Press & Dakotan that ran throughout the school year, along with other stories about the Scotland district, definitely impressed one person, Alvey said.

"A person had been following things with Scotland in the papers and was proud of the school and how they had done," Alvey said. "The person put \$1,000 in an envelope on my desk, which was a \$10 bill for each student in K-5 and then enough left over so the sixth grades got a classroom Christmas party."

"That donor has stayed anonymous. We could look at the security tapes and tell who it was, but I want to honor (the donor's) wishes. And I think I would rather not know."

Morfeld said she believes the P&D series did justice to teachers everywhere.

"It bothers me when people say, 'Those would can't teach,'" she said. "We are teaching future doctors and nurses. We teach them to read, write and count, and we teach them social skills. They will be the next generation practicing medicine, building things and working for NASA."

Morfeld said she realizes that she is now the veteran. "This year, I had a practicum student and an observer. It's weird to be on that side of the fence," she said.

Alvey sees a bright career for Morfeld.

"Looking ahead, I hope Lorry continues to keep her passion and desire. Those are things that set her apart in the eyes of students and parents," he said.

"People respect her for the things she has done, and I see a lot of good things in her future."



USD Spring Commencement To Honor Author Pete Dexter On May 8

VERMILLION — The University of South Dakota will award degrees to more than 1,200 candidates and honor a distinguished alum during spring commencement at 9:30 a.m. in the DakotaDome on Saturday, May 8.

Pete Dexter, a 1969 graduate of The University of South Dakota, will receive an honorary Doctor of Letters and Literature degree during the 123rd spring commencement. Dexter, a Hollywood screenwriter and National Book Award-winning novelist, will also deliver the keynote address, "Does Anybody Here Know Where We're Going?"

Born in Pontiac, Mich., Dexter was a columnist for several high profile daily newspapers in the United States, including the Philadelphia Daily News, the Sacramento Bee and the Seattle Post-Intelligencer. In 1981, he began writing fiction after a life-changing incident left him injured and partially disabled. His first novel, "God's Pocket," was published in 1983. His 1988 novel, "Paris Trout," received the National Book Award for Fiction. Additionally, he has contributed to several magazines, including Esquire,

Sports Illustrated and Playboy. An accomplished screenwriter, Dexter's screenplays include "Rush," "Michael," "Mulholland Falls," and "The Devil and Daniel Webster." He was nominated for an Emmy in 1992 for Outstanding Writing in a Miniseries or Special for the movie based on his award-winning novel, "Paris Trout." Dexter currently lives in Clinton, a community located on Whidbey Island in the Puget Sound area of Washington state, where he continues to write. His most recent novel, "Spoooner," released last year, contains South Dakota connections, both in character background and setting.

In addition to honoring Dexter, USD will award degrees to 1,222 candidates on May 8. The University will also pay tribute to distinguished faculty members from the 2009-10 academic year, including recipients of the Belbas-Larson Awards for Excellence in Teaching; the Richard and Sharon Cutler Awards in Liberal Arts; the John Wesley Jackson Memorial Award presented to the outstanding professor of law; and the College of Fine Arts Distinguished Professor Award.

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