

Federal Prison Camp Honors Employee

Warden Jordan R. Hollingsworth announced the following award on Aug. 15, 2012, at the Federal Prison Camp, Yankton.

Timothy S. Downing, Physician Assistant, was recognized as Employee of the Quarter for his professionalism and willingness to assist in many capacities throughout the institution. His high level of productivity and excellent communication skills are evident in his performance of duties. His positive attitude and assistance in improving efficiency are an asset to the Health Services Department.

It is with great pleasure that we recognize these accomplishments.

Business Helps Women In Need

The number of women battling cancer is on the rise. While we sit and wait for a cure, community members are gathering together to help women today.

Soukup Enterprises, Inc., Maid Service has partnered with Cleaning For A Reason since 2009 to help women in their community by providing free housecleaning to women currently in treatment for cancer. Harsh cancer treatments can deplete women of their strength and energy. Research has shown that a clean environment contributes to the welfare and recovery of patients.

With their partnership with Cleaning For A Reason, Soukup Enterprises Inc. Maid Service attended the Cleaning For A Reason second annual Edu-Sational cleaning business conference event held in Dallas, Texas on Aug. 24-25, 2012. The event is held annually to educate maid service owners on how to increase business to be able to help additional patients. Additionally, Edu-Sational is designed to market to the community and get the word out about maid services and their affiliation with Cleaning For A Reason.

"It is not about the money it is about making someone's life easier," says Sherry Soukup of Soukup Enterprises. "This was a fun and educational weekend. I learned a lot. It makes me proud to be associated with such a great bunch of people."

Cleaning For A Reason provides free housecleaning to women in need by partnering with cleaning companies throughout the United States and Canada who donate their time and services to these deserving recipients. Within the past year, Cleaning For A Reason has grown from 800 partners to approximately 1000. This has enabled the organization to donate \$1.3 million worth of cleanings to more than 4,600 women in just 12 short months. This impact is due entirely to the fantastic efforts of their cleaning service partners who, since the inception of the organization in 2006, have collectively donated over \$2.6 million in free services to more than 10,000 women with cancer, a milestone that the organization will surpass by 50 percent in 2012.

To learn more about Cleaning For A Reason visit their website: www.cleaningforareason.org.

Local Members Set To Volunteer

Each year on the fourth Saturday in October, volunteers from coast to coast vow to improve their communities on Make A Difference Day, a national day of service. On Oct. 27, 2012, local Modern Woodmen of America members will join this nationwide effort.

Members of the Yankton Modern Woodmen 18126 will make a difference by painting bookshelves and collecting used children's books for ages 0-12 at the United Way Office, 610 West 23rd Street.

Modern Woodmen groups nationwide will help their communities and individuals in need by delivering light bulbs and stationery to shut-ins, conducting winter clothing drives, donating books to local libraries and other activities.

Coordinated by local Modern Woodmen members, chapters provide opportunities to connect through social activities and volunteer projects. Youth service clubs provide young Modern Woodmen members with opportunities to volunteer, be patriotic, learn new skills, make friends and have fun.

"On Make A Difference Day, our members can look forward to feeling good by doing good and being part of a nationally recognized event," says Tammy Matuska, local Modern Woodmen contact person.

As a tax-exempt fraternal benefit society, Modern Woodmen sells life insurance, annuity and investment products not to benefit stockholders but to improve the quality of life of its stakeholders-members, their families and their communities. This is accomplished through social, charitable and volunteer activities. Annually Modern Woodmen and its members provide more than \$23 million and nearly 1 million volunteer hours for community projects nationwide.

Local Couple Attends National Conference

Wayne and Cecilia Sorenson, owners of American Truck Driving Academy (ATDA), recently attended the fall conference of the Commercial Vehicle Training Association in Dallas, Texas, where they were introduced as new members.

ATDA is the only CVTA recognized school in South Dakota and one of 50 member schools that provide professional entry level drivers.

CVTA is the national trade association representing proprietary truck driving schools in the U.S. and Canada and its members abide by a code of conduct that ensures that students enrolled in member schools are provided with the highest quality driver training. It also provides 2 conferences per year for its members and an instructor certification program.

GM To Move Fuel Cell Research To Michigan

DETROIT (AP) — General Motors Co. said Friday that it plans to close its hydrogen fuel-cell research operation near Rochester, N.Y., and move about 220 jobs to Michigan.

The Detroit-based automaker said the move will bring together experts on engine and transmission technology.

Most of the 220 salaried workers in Honeoye Falls, N.Y., will be offered the chance to move to GM's powertrain operations in Pontiac, Mich., north of Detroit.

Schiedel Named Executive Director

OKLAHOMA CITY — Following an extensive nationwide search, the Oklahoma Educational Television Authority (OETA) Board of Directors has unanimously selected Daniel L. Schiedel as the statewide public television network's new executive director.

Schiedel will officially begin his tenure at OETA on Nov. 5. OETA Deputy Director of Finance and Administration Toni Matthews, will serve as interim executive director. Schiedel replaces John McCarroll, who served as OETA executive director for nine years and retired Sept. 28.

Schiedel comes to OETA with more than 21 years experience in public broadcasting, including his current post as general manager at KRSC-TV/RSU Public Television in Claremore, Oklahoma. Prior to that, he was general manager of the statewide Wyoming Public Television Network and has served at public television stations in Missouri and South Dakota.

"On behalf of the OETA Board of Directors,



Schiedel

I would like to welcome Dan to the OETA family," Dr. James Utterback, Chairman of the OETA Board, said. "We are thrilled to find a highly qualified professional with impressive public broadcasting management experience and an Oklahoma background. We look forward to his furthering OETA's educational mission for Oklahoma's children and citizens."

While serving as general manager for the Wyoming Public Television Network, Schiedel greatly increased state support for its operations and digital conversion. Also, at RSU he significantly increased membership numbers and underwriting revenues, developed award-winning productions and built strategic partnerships. Schiedel also has a strong record of building relationships with elected officials, community leaders and key stakeholders.

"I am humbly honored to be named as the next executive director of OETA and I look forward to working with the Board and the great award-winning staff of OETA," Schiedel said. "It is my intent to let everyone know about the life-changing programs and services that OETA provides to every Oklahoma citizen. And as one of Oklahoma's prized crown jewels, I believe that OETA has a number of opportunities to prove that it should be a major solution to many of the state's economic and social problems. OETA is one of the state's greatest assets in which all Oklahomans can be very proud to boast about and support."

Utterback said the board wished McCarroll well in his retirement and unanimously approved a resolution of appreciation for his service to the state of Oklahoma that included naming the OETA management conference room, "The John McCarroll Conference Room."

Dan is the son of Don and Peggy Schiedel of Yankton. Dan is a graduate of the University of South Dakota, Vermillion.



SUBMITTED PHOTO
MRI Technicians Ricardo Santos and Chris Beltz have been instrumental in the accreditation process. The Open Bore Siemens Magnetom Skyra 3T MRI is the most powerful and accurate MRI in the Yankton region.

Avera Sacred Heart Hospital Earns MRI Accreditation

The Avera Sacred Heart Hospital Radiology Department has been awarded a three-year term of accreditation in magnetic resonance imaging (MRI) as the result of a recent review by the American College of Radiology (ACR).

The ACR gold seal of accreditation represents the highest level of image quality and patient safety. It is awarded only to facilities meeting ACR Practice Guidelines and Technical Standards after a peer-review evaluation by board-certified physicians and medical physicists who are experts in the field. Image quality, personnel qualifications, adequacy of facility equipment, quality control procedures, and quality assurance programs are assessed. The

findings are reported to the ACR Committee on Accreditation, which subsequently provides the practice with a comprehensive report they can use for continuous practice improvement.

Avera Sacred Heart Hospital's Radiology Department is also ACR accredited in CT, Ultrasound and Mammography. The ACR is a national professional organization serving more than 34,000 diagnostic/interventional radiologists, radiation oncologists, nuclear medicine physicians, and medical physicists with programs focusing on the practice of medical imaging and radiation oncology and the delivery of comprehensive health care services.

LEED Rating System For Green Buildings Gains Influence

BY DANA HULL

©2012 San Jose Mercury News

SAN JOSE, Calif. — Twelve years ago, the U.S. Green Building Council launched a rating system called LEED, or Leadership in Energy and Environmental Design, hoping that architects, engineers, designers and real estate firms would improve energy efficiency and increase the use of recycled materials and nontoxic paint in their projects to win "LEED-certified" recognition.

Now LEED has grown into a powerful brand and global phenomenon. There are 14,044 LEED-certified commercial projects, covering more than 2 billion square feet, in 140 countries. Another 34,601 projects are in the pipeline.

"Green building is not a curiosity anymore — it's a huge market," said Aditya Ranade, a senior analyst with Lux Research in Boston. "The green building sector will be a \$280 billion global industry by the end of the decade. LEED is dominant around the world, but there are other standards. Malaysia has its own Green Building Index, and China has developed its own three-star rating system."

The U.S. Green Building Council offers four levels of LEED certificates. They range from Certified, in which 50 percent of the requirements are met, to Platinum, in which at least 80 percent are met. Facebook's data center in Prineville, Ore., for example,

achieved LEED Gold status.

But as LEED has grown and green building technology evolves, so has the need to update the rating system. The U.S. Green Building Council, a nonprofit with 14,000 member companies, on Tuesday will release proposed changes known as LEED v4 that member companies can comment on. The draft changes, which will be subject to a public comment period through Dec. 10, include increased technical rigor for energy performance and new categories that focus on integrated design, life cycle analysis of materials used and issues like indoor air quality.

"In order for LEED to be relevant, it has to evolve," said USBGC spokesperson Ashley Katz. "In 2000, people didn't know what low-VOC (volatile organic compounds) paint was. Now it's what everyone uses."

Lux Capital notes that venture capitalists have pumped more than \$4 billion into green building since 2000. Several Silicon Valley companies, including digital lighting startups Redwood Systems and Adura Technologies, are considered ripe acquisition targets for larger companies focusing on building sensors and controls.

The original idea behind LEED

was to make buildings more energy efficient and reduce the carbon footprint of the built environment. But LEED-certified buildings, which are often filled with natural sunlight and access to fresh air, have proved to be popular with employees, improving concentration and boosting productivity.

Hospitals, schools and universities are increasingly turning to LEED standards: The University of California system has 100 LEED-certified facilities, followed by Harvard University, which has 75. And leading companies increasingly see LEED-certified buildings as a way to recruit top talent.

phone > data > video > television advertising >

20% of customers give you 80% of your business.

> **Put your message in front of customers that matter.**

Most advertisers waste plenty of time and money, talking to all the wrong people. If your advertising program is all about quantity, it's time to talk to people who understand quality is what matters: Midcontinent Business Solutions™

We can help you talk to your best customers, and others just like them, with targeted cable advertising, using the networks and shows they're watching. And it doesn't have to be expensive to be effective.

Start marketing your business the smart way. Call our experienced advertising consultants today.

Midcontinent Business Solutions

Making Your Business *Better*.

1.800.888.1300 • midcontinent.biz

Share your best work by submitting your recipe to us!

Holiday Party Food Recipes

We Need Your Holiday Party Food Ideas—finger foods, snack mixes, appetizers, mini desserts etc. Anything portable & pint size!

For our upcoming Nov./Dec. HerVoice Magazine Deadline: October 16th

Send Recipes To: Press & Dakotan HerVoice Recipes
 Attn: Cathy Sudbeck
 319 Walnut, Yankton SD 57078
 or email to: cathy.sudbeck@yankton.net



A magazine by women, about women...for women!
her•voice