

Calendar of Events

September 2009

- 1—Executive Committee—8:30 am at the Chamber
- 1—**New Member Luncheon**—11:30 am-1:00 pm at the Pizza Ranch
- 2—Marketing Committee—8:30 am at the Chamber
- 3—Public Relations Committee—8:00 am at the Chamber
- 7—Labor Day—Chamber Office CLOSED
- 8—Chamber Board Meeting—8:00 am at the Chamber
- 9—**Marketing & Advertising Training Event**—11:30 am-1:00 pm at the Pizza Ranch
- 10—**Membership Drive Kick-Off Breakfast**—7:30 am at the Sioux Valley Energy Community Room
- 15—Membership Committee—7:30 am at the Chamber
- 16—Fundraising Committee—8:30 am at the Chamber
- 17—**Chamber Mixer**—5:00-6:30 pm—Brandon Spirits 228 Holly Blvd.
- 22—Brandon Expo Sub-Committee—10:00 am at the Chamber
- 23—Tourism Committee—9:00 am at the Chamber
- 24—Issues Management Sub-Committee—8:00 am at the Chamber

October 2009

- 1—Public Relations Committee—8:00 am at the Chamber
- 6—Executive Committee—8:30 am at the Chamber
- 7—Marketing Committee—8:30 am at the Chamber
- 13—Chamber Board Meeting—8:00 am at the Chamber
- 15—**Chamber Mixer**—5:00-6:30 pm— at Tailgator's Sports Bar and Grill 1013 N. Splitrock Blvd.
- 20—Membership Committee—7:30 am at the Chamber
- 21—Fundraising Committee—8:30 am at the Chamber
- 22—Issues Management Sub-Committee—8:00 am at the Chamber
- 22—**Milestone Luncheon**—11:30 am-1:00 pm at the Brandon Steakhouse
- 27—Brandon Expo Sub-Committee—10:00 am at the Chamber
- 28—Tourism Committee—9:00 am at the Chamber

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BRANDON VALLEY AREA CHAMBER OF COMMERCE

August 2009

## Hometown Cash Bash was a Smash!

With this year's "picnic" theme we dined well with Sunshine's fried chicken with hometown fixin's for all! 130 people attended the 3rd annual raffle event and had the pleasure of being the first group to see the debut of "Sunny" the brand new mascot of the Chamber's Buy Brandon Campaign!

Over 20 door prizes were given out throughout the evening and guests of the event became part of the show by singing karaoke.

At 10 pm the grand prize winner as well as the two consolation prizes were drawn and announced.

**\$300 Brandon Buck winner:**  
Chad Hasert  
PACE Manufacturing

**\$1000 Brandon Bucks winner:**  
Linda Eidem of Sioux Falls

**\$5000 Brandon Bucks winner:**  
Amy Ahlers  
Alliance Communications  
Congratulations Amy!!



Photos courtesy of BV Challenger

A special thank you must go out to the **Holiday Inn Express** for donating the room for the event and **John Small of the Great Spot Company** for donating his services as the DJ for the evening. Although sales for this year's raffle were down, we were able to reach our minimum goal of \$4,000 earned due in part to the generosity of these wonderful businesses.

### Welcome to our family!

Welcome to our newest members:

**Samuel Ferguson,  
Farm Bureau Financial  
Services**

**Ace Neon Signs, Inc.**

**PC Whizardz, LLC**

**The Perfect Cup**

**KSFY Television**

**Brandon Valley Band Parents**

**Brandon Tobacco  
Prevention Coalition**

**BVACC Staff**  
Kim Cervick, Executive Director  
Nancy Cunningham, Administrative Assistant

**BVACC Board of Directors**  
President, Barb Vavruska Fish, Financial Network  
Vice President, Kevin Thelen, First National Bank  
Secretary, Paul VanDeBerg, Alliance Communications  
Fast President, Bob Bruning, Bruning Graphic Design  
Marete Grage, Grage Financial Group  
Chad Padgett, Sunshine Foods  
Jennie Patrick, Sioux Valley Energy  
Steve Tripp, McKinney Olson Insurance  
Randy Zdenek, Home Federal Bank

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## Chamber Committees' Monthly Highlights

### Fundraising Committee:

As the 3rd Annual Raffle Event was less profitable than year's past, this committee will be reconvening in August to discuss changes for next year's event.

### Marketing Committee:

With the debut of "Sunny" the new Buy Brandon Mascot, this committee can take a sigh of relief as all of the 2009 projects have been completed. A new endeavor that this committee has taken on is the inception of Brandon Bucks Gift Cards that should be available before Christmas 2009. This committee has also committed to creating 2 commercial spots with KSFY Television that will air throughout 2010. Be sure to keep your eyes and ears open for chances to see these TV spots before they air!



### Tourism Committee:

Currently in Recess.

### Membership Committee:

Ready or not, here we come! The membership committee is in full force with over 50 ambassadors ready to begin their training in early September so they will be able to visit each chamber member business and show all that the chamber has to offer for membership and advertising in 2010. If you would like to be a part of this important group please call the chamber at 582-7400. The team that wins will receive a \$500 prize package!

### Public Relations Committee:

Busy, busy, busy! This group has recently moved a couple new projects to sub-committees. The first of the public relations groups is the Brandon Expo sub-committee. This group is working dili-

gently on creating a trade show for Brandon residents to attend and find out what businesses in their hometown have to offer. Booths will be available soon for this Sunday, November 15th event that will take place in the BV High School Commons.



The second is the Issues Management Council sub-committee that will be reviewing local, state and federal issues that arise. This group will be deciphering these issues and educating you, our members, to make sure you are informed and are able to communicate with your local and state representatives when necessary.

### Did you know?

We need your help to know what events you would like us to advertise in the Chamber website calendar of events, and in the weekly Head's Up! email.

On the website calendar, we put both your events and Chamber events so everyone checking out what's happening in Brandon can see it all in one place. The Head's Up!, which comes out each Thursday, has member only events for the upcoming week and goes out to all the Brandon Chamber membership.

We are pleased at how many of you read the Head's Up! and rely on it to be 'in the know' about local Brandon events.

In this time of cut backs and economic savings, the Chamber event calendar and the Head's Up! are a few of the ways to get the word out to the community about your event without a high advertising cost.

Please make it part of your "to do" list to inform us at the Chamber about your special events. We'll make sure it gets published!

## 2010 Membership Drive Coming Soon!

The Membership Drive Kick-Off Breakfast is scheduled for Thursday, September 10th where over 50 chamber members will be trained on the chamber membership opportunities for 2010. These ambassadors will be coming to visit you sometime in the month of September. Although we will try to personally visit every business, we are short a few ambassadors so may not be able to get to everyone.

This year's goal is to have all current chamber members educated on all of the new chamber endeavors as well as the tried and true advertising opportunities available by September 30th.

If you are an organization that receives your renewal in the mail, please take the time to read through the information as there are many new and exciting opportunities available to members. If you have any questions please call the chamber office at 582-7400.

If you are interested in being an ambassador we would love to have you! The job of an ambassador is to visit 5 organizations in the month of September and tell them about the opportunities the chamber has to offer in the coming year. You will be trained on every part of the information so there is no need to worry about what to say. This is a great opportunity for you to meet other business people in the community!

Now for the fun part...If you are an ambassador

you will be put on a team. The team that gains the most dollars in memberships and advertising opportunities will receive a prize package worth \$500!

If you are looking for a way to volunteer but don't want to make the long commitment necessary for most positions, please consider being a chamber ambassador. It is volunteers like you that keep this organization prosperous!



## Cutting, Breaking & Mixing it up!

### Mixer

Splitrock Square

July 16th

### The businesses featured were:

- 212 The Boiling Point
- American Family Insurance
- Barb Fish, Financial Network
- Brandon True Value Hardware
- Brandon Tryon Gym
- DAK Renewable Energy
- Hello Gorgeous
- Lightning Towing
- Limmer Financial
- New Day Counseling
- Therapeutic Massage & Bodywork
- Splitrock Chiropractic Center
- Town & Country Realtors



Photo courtesy of BV Challenger



### Ribbon Cutting

Brandon Soccer Fields

August 4th



### "Know What's In Your Backyard"

Wilde Prairie Winery

August 11th

## Chamber Spotlight: Lee Schelling, Town & Country Realtors

*It all began on a dairy farm!*

Not bad for a farm kid who spent a good part of his youth milking cows on his parents dairy farm near Armour, SD. "There is no question there are things I learned there that I put to work as a business owner," Lee believes. "How to work, how to accomplish something, how to work toward objectives."

Lee had definite objectives when he quit his job at Kindler Pontiac Cadillac in 1989, where he was a mechanic for nearly nine years. "I always wanted to own my own business," he says. "I started buying rental property in the mid-1980's and had a goal to buy a house a year."

Soon, a star was born. With a natural affinity for helping people, Lee quickly learned how to market real estate. In 1991, Lee opened Town and Country Realtors in Brandon, SD. "Brandon had been good to me, so I wanted to give something back to the community," he explained. From there, Lee acquired Brandon Realty in 1993, and in 1999, he opened a second Town and Country Realtors office in Sioux Falls.

Along the way, Lee has amassed an impressive array of accomplishments. They include being named President of the Sioux Empire Board of Realtors in 1997, and receiving the Omega Tau Rho Medal of Service from the National Association of Realtors in 2003. Lee is a "Certified Residential Specialist," a designation held by fewer than 2% of real estate

professionals nationwide. He is also active in the local and State Board of Realtors serving on several committees. The Sioux Empire Board of Realtors selected Lee as their "1999 Realtor Associate of the Year" for his leadership and volunteer efforts.

All the while, Lee has remained true to his upbringing on the farm. His secret is that he works hard at both day-to-day work and the development of the future. Ask him any question about the future of South Dakota real estate and you'll get an insightful answer filled with the kind of opinion that comes from more than 15 years of study, work and performance.

**1989** - Began Real Estate

**1991** - Opened Town & Country Realtors in Brandon

**1993** - Bought Brandon Realty

**1995** - Started Town & Country Storage and U-Haul

**1999** - Opened Town & Country Realtors in Sioux Falls

**2008** - Built new Town & Country office building in Brandon

**Plan for 2010** - Build office addition in Sioux Falls

Town & Country is now hiring 6 new agents!

Article Courtesy of Town & Country Realtors