

COOPERATIVE CONNECTIONS



Mitchell Technical College launches careers in a wide range of fields including training for linemen like Lacreek Electric's Matt Kruid.
Photo by Billy Gibson

Tech Training

Mitchell Technical College
Pages 8-9

Promoting tribal tourism
Pages 12-13

Working with Local Legislators



Jordan Lamb
Chief Executive Officer

“All politics is local.” This observation by the late Thomas P. “Tip” O’Neill, Jr., former Speaker of the House of Representatives, means that even national politics have a local impact, and people care most about issues that directly affect them. Indirectly, this famous adage underscores the importance and value of local politics.

At Oahe Electric Cooperative, we think it’s critical to develop and cultivate relationships with local legislators because they craft, introduce and vote on legislation that impacts the local business climate, the environment and quality of life for our community. That’s why we work closely with our local elected officials. After all, our purpose is to provide safe, reliable, affordable energy, but our mission is to help our community thrive.

Oahe Electric is a local business that powers economic development and prosperity for our region. As a cooperative, we have deep roots here, and we listen closely to our members to better understand the needs of the community. Our leadership, board members and employees live and work right here in the community we serve.

We strive to be an advocate for our community, ensuring that local legislators know, understand and act on the issues that are important to our area.

Providing industry guidance and expertise

As a practical matter, we recognize that most legislators are “generalists,” yet they vote on a wide range of issues. Their expertise may not include the changing energy industry, which is why Oahe Electric provides guidance and expertise from subject matter

experts who’ve been in the energy industry for many years.

Today’s energy landscape is an increasingly complex topic covering not only the traditional engineering and vegetation management aspects of the industry, but also encompasses technology, cybersecurity, the electrification of the transportation sector and more.

Our experts provide briefings and background to legislators, committees and staff, and we offer expert testimony for hearings and other legislative or regulatory meetings or gatherings. And because we’re involved in economic development and we know local community leaders, we can provide insight on how issues and policies under discussion might impact our region.

Representing your best interests

We strive to be a trusted resource on energy issues. Because of our deep roots in the community, we have a firm understanding of local issues and needs. We will continue looking after the long-term interests of our consumer-members. This means we are able to cultivate and foster positive, productive relationships with legislators who know and trust us, because we’re advocating on behalf of the community we serve.

We’re proud to power your life and bring good things to the community. We hope you’ll continue to advise Oahe Electric on matters of importance so we can continue to advocate on your behalf and improve the quality of life for all.



COOPERATIVE CONNECTIONS

OAHE ELECTRIC

(USPS No. 019-042)

Board of Directors:

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Our Mission

Oahe Electric delivers high quality, low-cost electric service to our local member-owners. As a Touchstone Energy® Cooperative, we are committed to meeting the highest standards of customer satisfaction. We do business with accountability, integrity, innovation and commitment to community. As an electric co-op, we are part of America's most trusted network of high quality energy providers.



5 Ways to Save During Winter

Winter weather typically means increased energy use at home. Keep your bills in check with these tips to save energy—and money!

Mind the thermostat. If you have a traditional heating and cooling system, set the thermostat to 68 degrees or lower. Consider a smart or programmable thermostat for additional savings.

Get cozy. Add layers of clothing for additional warmth, and snuggle up under your favorite heavyweight blanket.

Don't block the heat. If your air vents or heating elements (like radiators) are blocked by furniture or rugs, your home isn't being adequately heated.

Take advantage of sunlight. Open window coverings during the day to let natural sunlight in to warm your home. Close them at night to block the chilly night air.

Block air leaks. Seal windows and exterior doors with caulk and weather stripping to improve indoor comfort and decrease the amount of energy used to heat your home.

Statement of Non-Discrimination

In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity conducted or funded by USDA (not all bases apply to all programs). Remedies and complaint filing deadlines vary by program or incident. Person with disabilities who require alternative means of communication for program information (e.g., Braille, large print, audiotope, American Sign Language, etc.) should contact the responsible Agency or USDA's TARGET Center at (202)720-2600 (voice and TTY) or contact USDA through the Federal Relay Service at (800)877-8339. Additionally, program information may be made available in languages other than English. To file a program discrimination complaint, complete the USDA Program Discrimination Complaint Form, AD-3027, found online at http://www.ascr.usda.gov/complaint_filing_cust.html and at any USDA office or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by: 1.) mail - U.S. Department of Agriculture, Office of the Assistant Secretary for Civil Rights, 1400 Independence Avenue, SW, Washington, D.C. 20250-9410; 2.) fax: (202) 690-7442; or 3.) email: program.intake@usda.gov. USDA is an equal opportunity provider, employer, and lender.

Check out this handy electrical fire check list

Electrical Fires do not have to happen. Use this checklist to help you find and fix electrical fire hazards in your home before they can start a fire.

Smoke Alarms – Smoke alarms save lives!

- ✓ Do you have enough smoke alarms?
- ✓ Are they working?
- ✓ Do you test them?

Switches and Outlets – Be on the look-out for signs of trouble.

- ✓ Are they working?
- ✓ Do they make crackling, buzzing, or sizzling sounds?
- ✓ Are they warm to the touch?
- ✓ Do plugs fit snugly?

Cords – Never use damaged cords.

- ✓ Is there fraying or cracking?
- ✓ Are they pinched or pierced?
- ✓ Do you use extension cords all the time?
- ✓ Are cords getting enough air?

Lamps and Appliances – Use them safely.

- ✓ Are you using the right bulbs?
- ✓ Do you use space heaters safely?
- ✓ Are appliance cords protected from damage?

Electrical Panel – Know the basics.

- ✓ Do you have AFCIs?
- ✓ Have you tested your AFCIs?
- ✓ Are all circuit breakers and fuses the proper size?



KEEPING UP WITH ELECTRIC METERING TECHNOLOGY



South Dakota's electric cooperatives recently held an electric meter school in Pierre where more than 45 co-op employees learned about the latest technology in residential and industrial kilowatt hour metering processes. Metering is a key component of providing reliable, safe and affordable power to cooperative members all across the state.

To view scenes from this important training program and learn more about how electric cooperatives work to improve our communities, visit Cooperative Connections Plus by scanning the QR code at right.



Take care when flying kites

Jaclyn Koistinen

Jaclyn Koistinen, 11, is already thinking ahead to spring when kite-flying is a popular activity. She warns kids and adults both to take care when putting that kite in the air. Jaclyn is the daughter of Patrick and Jenilee Koistinen, members of H-D Electric based in Clear Lake.

Kids, send your drawing with an electrical safety tip to your local electric cooperative (address found on Page 3). If your poster is published, you'll receive a prize. All entries must include your name, age, mailing address and the names of your parents. Colored drawings are encouraged.

BRUNCH SWEET BRUNCH

CRAB QUICHE

Ingredients:
 1 (6 oz.) can crab meat (rinsed and drained)
 1 c. shredded cheddar cheese
 1/4 c. chopped green onion (or fresh chives)
 4 eggs.
 1/2 tsp. salt
 1 tsp. dry mustard
 1 c. milk (or half-n-half)

METHOD

Grease or spray pie pan. Combine crab, cheese and onion. Press into pie pan and up the sides. Whisk together the milk, eggs, salt and mustard. Pour mixture into pan. Sprinkle with paprika. Bake in 400 degree oven about 30 minutes or until set. Let set 5 minutes before cutting and serving.

Elaine Rowett, Sturgis

PRALINE PECAN CRUNCH

Ingredients:
 1 (21 oz.) box Quaker Oat Squares cereal (about 8 c.)
 2 c. pecans
 1/2 cup packed brown sugar
 1 tsp. vanilla
 1/2 c. light corn syrup
 1/4 c. margarine
 1/2 tsp. baking soda

METHOD

Heat oven to 250 degrees. Mix cereal and pecans in 9x13 inch pan. Set aside. Mix corn syrup, brown sugar and margarine in glass bowl. Microwave on high 1-1/2 minutes. Stir. Microwave 1 to 1-1/2 minutes more or until boiling. Stir in vanilla and baking soda and pour over cereal mixture. Stir to coat evenly. Bake 1 hour, stirring every 20 minutes. Spread on baking sheet to cool. Break into pieces and store in airtight container.

Nancy Stenson, Fort Pierre

CINNAMON APPLE BRUNCH BAKE

Ingredients:
 1 can (21 oz.) apple pie filling
 1/2 cup firmly packed light brown sugar
 3 tbsp. butter, melted
 2 tsp. McCormick® Ground Cinnamon
 1 1/2 tbsp. McCormick® All Natural Pure Vanilla Extract
 1 can (12 oz.) refrigerated biscuits
 1/2 cup chopped nuts

METHOD

Preheat oven to 350°F. Mix apple pie filling, brown sugar, butter, cinnamon and vanilla in medium bowl. Spread 1/2 of the apple mixture in 2-quart shallow baking dish. Cut each biscuit into quarters. Arrange biscuit pieces, points up, over apple mixture. Spread remaining apple mixture over biscuits. Sprinkle with nuts. Bake 35 to 40 minutes or until golden brown. Let stand 5 minutes before serving.

mccormick.com

Please send your favorite recipes to your local electric cooperative (address found on Page 3). Each recipe printed will be entered into a drawing for a prize in December 2023. All entries must include your name, mailing address, phone number and cooperative name.

Incentives and Rebates for Oahe Electric Members

Effective Jan 2023

Electric Heating Systems

All heating equipment must be new. Members are eligible for one heating rebate once every 10 years per structure.

- 1. Electric Furnace OR Electric Boiler OR Resistance Heat (8 KW minimum)**
 - 100 percent efficient
 - \$200 Rebate
 - 5.5 cents per kwh for heating usage
- 2. Air Source Heat Pump WITH Electric Furnace Backup**
 - 250 percent efficient
 - \$600 Rebate
 - 5.5 cents per kwh for heating and cooling usage
 - Must be energy star rated and have minimum 15 SEER /HSPF 8.2 rating
- 3. Ductless Air Source Heat Pump (Minisplit)**
 - 250 percent efficient
 - \$300 Rebate
 - 5.5 cents per kwh for heating and cooling usage
 - Must be under two tons
- 4. Geothermal Source Heat Pump**
 - 350 percent efficient
 - \$600 Rebate
 - 5.5 cents per kwh for heating and cooling usage

Sub Meters

All electric heating and cooling systems will have their usage recorded by a sub meter. Oahe Electric must be notified by member or electrician of the need for sub meter installation.

- Sub meter must be installed on the outside of the structure.
- If breaker to sub meter is turned off, all usage will be billed at the regular rate of 9 cents per kwh, instead of the reduced rate of 5.5 cents per kwh.
- Air conditioning must be controlled by load management to receive reduced rate of 5.5 cents per kwh.

Water Heaters

All water heaters must have a lifetime warranty (i.e. Marathon or Westinghouse), have a minimum of 50-gallon capacity, and be controlled by load management. Members are only eligible for rebates once every 10 years per structure.

- \$6 per gallon rebate
- \$4 monthly bill credit

Commercial Lighting

Commercial accounts are eligible when replacing less efficient lighting with more efficient lighting. Must have a minimum of 250 watts in lighting reduction to qualify.

- 20 cents per watt reduction rebate
- Maximum payment per structure is \$1,000

Third-Party Irrigation and/or Grain Dryer Management Systems

Must be able to receive notice regarding load control via email, text or voice with less than a 15-minute delay. Also must provide Oahe Electric with customer bypass information.

- One-time, \$750 rebate per device



Small Change Can Make a BIG Difference

What is Operation Round Up? Operation Round Up® is just what the name implies: each month, Oahe Electric Cooperative, Inc. simply “rounds up” the electric bills of voluntarily participating members to the next highest dollar. For example, a member’s monthly bill of \$132.68 would automatically be rounded up to \$133, with the additional 32 cents going to the Operation Round Up Fund.

How do I participate? Oahe Electric’s Operation Round Up® program is an opt-out program – meaning that you are automatically enrolled, with nothing else needing done to participate! If you have not interested in donating, you can call the office at 1-800-640-6243 and request to be removed from the program.

How much will it cost members? The most a member can contribute is 99 cents per month x 12 months = \$11.88/year – this doesn’t sound like much, but with this small change, thousands of dollars can be generated and will mean a big difference to the

people and organizations in our area.

Where will the money go? All Operation Round Up® donations are placed in a trust and are administered by an independent Board of Trustees. The board is made up of community leaders who serve on a voluntary basis. The board evaluates all requests for funds, determines who will receive funding and how all Operation Round Up® funds will be distributed.

Who is eligible for funds? The funds are used to address charitable community needs, whether it is disaster relief for an individual, or an organization funding a special project. Since the program’s first disbursement in 2009, the program has distributed over \$108,000. The region served by the fund is primarily the electrical area served by Oahe Electric Cooperative, Inc., including Hughes and Sully counties.

How do I apply for funds? The easy-to-complete applications for funding are currently available and can be requested by phone at 605-962-6243. Applications

can also be found on our website at www.oaheelectric.com. All applications are due by **April 30, 2022**. Completed applications may be mailed to: Oahe Electric Cooperative, Inc., P.O. Box 216, Blunt, SD 57522, faxed to: 605-962-6306, or emailed to: oahe@oaheelectric.com. After the deadline, the Board of Trustees will meet and allocate the funds to those they feel are in the most need.

How do I get involved? There are currently two, five-year Board of Trustees position openings. Trustees normally have to commit one afternoon a year to review fund request applications in person, with the possibility of correspondence regarding emergency fund requests throughout the year. If you are interested in offering your time to this endeavor, please contact Samantha Irvine, Operation Round Up Coordinator, at 1.800.640.6243 or oahe@oaheelectric.com. Together, by giving a few cents each month, Oahe Electric members can make a big impact on life in our area!

SHOW ME THE MONEY!



Valerie Marso
Office Manager

How does being a member of Oahe Electric affect your pocketbook? Besides the obvious of paying your monthly electric bill, there are ways we impact your bank account positively!

Capital Credits

Being a cooperative means that at the end of the year, when all the bills

are paid, any margins left are allocated back to you – the member! This is your ownership in the cooperative. This year we retired over \$300,000 in capital credits. Active members received a credit on their December bill received in January. Inactive members were sent checks.

Stable Rates

Price increases are the new normal. I mean, what hasn’t gone up lately? And generally speaking, not just a little bit either. Many heating solutions have doubled. Oahe Electric works hard to keep rates stable and the heat rate has increased 1.5 cents over the last 23 years. I think we can all agree that’s stable! And while we don’t have absolute control over prices, maintaining low rates has always

been a top priority at Oahe Electric, which keeps more money in your wallet!

Rebates

We have rebates available for those who install qualifying equipment. Please contact us with any questions or if have installed something that qualifies. More money in your pocket!

Also, you have a say in what happens here by voting. Those are unique attributes and benefits of being a cooperative member.

So, in a time where it’s becoming increasingly difficult to maintain normal, we are thrilled to be able to provide our members with a capital credit retirement, rebates, stable rates and exceptional service to boot.



Mitchell Tech facilities were used for the annual electric cooperative rubber gloving school last summer. *Photo by Billy Gibson*

Mitchell Tech prepares linemen to deliver the 'right stuff' for members

Billy Gibson

editor@sdrea.coop

It's rare that you find a cooperative lineman in the state of South Dakota who hasn't been through the training program at Mitchell Technical College.

Mike Puetz doesn't remember all the names and faces, but his mentorship has played a key role in turning loads of wannabe linemen into highly skilled craftsmen over the past 25 years.

Puetz serves as head of the lineman training department at MTC and is giving some thought to hanging up his hooks in the next year or so. When he reflects on his teaching career, he swells with pride at how the program has improved exponentially over time.

There have been many milestones in the emergence of the lineman education program rising to become one of the best of its kind in the country.

Back in 2018, for instance, the power line construction and maintenance school was named winner of the inaugural Siemens-Aspen Community College

STEM award. The honor is given by the Aspen Institute to eight colleges nationwide that provide "outstanding preparation" for students in high-demand jobs and provides selected schools with \$50,000 to apply toward scholarships and other forms of financial assistance.

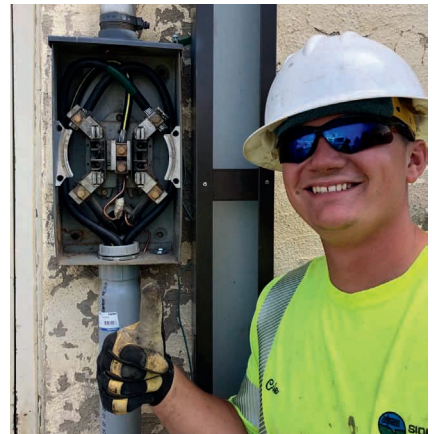
"That was definitely a shock," Puetz said. "There's a lot of good programs out there, and for us to be chosen for that prestigious award was unbelievable. We work hard to be able to say we have a very strong program, and that just gave us some validation that we're moving in the right direction. It's icing on the cake."

Mark Patterson, manager of loss control services at the South Dakota Rural Electric Association based in Pierre, has worked with Puetz for 15 years. He's hard-pressed to find many co-op linemen who haven't trained under Puetz.

"Mike has been around so long, and I'd estimate about 80 percent of the electric co-op linemen out there today have been trained by him," Patterson said. "They do a fantastic job of teaching the fundamentals, whether a student ends

up at a municipal, an investor-owned or a co-op. And our superintendents do an exceptional job of working with the graduates to help them gain the field experience they need to serve our members with a mindset of safety and efficiency."

Over the years, Puetz said, MTC has not only distinguished itself among similar programs but has also greatly expanded its array of academic and technical career tracks. There are tracks for construction and manufacturing, business and service industries, health sciences, engineering technologies and agriculture and transportation.



Sioux Valley Energy's Cole Anderson learned his trade at MTC.



At left, Mike Puetz has trained hundreds of future linemen. Above, Mitchell Technical College is well equipped to give electric linemen the real-world skills they need to succeed. *Photo by Billy Gibson*

Cole Anderson is a lineman at Sioux Valley Energy based in Madison. He graduated from the training program four years ago and recalls why he selected MTC to learn the ropes of line work.

“I had an uncle who was a lineman in another state and I knew that’s what I always wanted to do,” said Anderson, a graduate of Chester Area High School. “I started looking at schools and noticed they had limited positions open and they were always taken very quickly. That told me how good their reputation was.”

Anderson received his certification in May of 2018, joined the cooperative as a 1,000 hour lineman, and eventually worked his way into a journeyman position.

Oddly enough, he met Puetz a year before he enrolled at MTC. While still in high school, Anderson was on a tour of the facility when he happened to encounter Puetz in the hallway. The two shook hands and after a brief conversation, Puetz said: “If I don’t see you here next year, I’m coming to track you down.”

Anderson said he finds himself frequently relying on his lineman education and remembering the things Puetz taught him, including those lessons that don’t necessarily have to do with line work.

“I think he’s awesome. He’s big on work ethic and he always told us that no matter what we did in life, a good work ethic will allow you to accomplish your goals and stand out from the rest,” Anderson said. “He also had a thing about belts. You had to wear a belt. If he saw you and you didn’t have one on, he’d take his off and give it to you.”

Anderson and his wife, Sarah, recently built a new home outside of Madison and are expecting a baby boy in March. He said he’s grateful for the outstanding

instruction he received during his education phase and is also thankful to have a position at an outstanding organization within the electric cooperative system.

“I just feel fortunate. It’s been a great experience all the way through,” he said. “I think it’s a privilege to be able to do a job I enjoy and to work with professionals who know their craft, and an organization that is focused on delivering the highest quality service to its members.”

For more information about MTC, visit www.mitchelltech.edu.



MTC is a prime training ground for future co-op linemen. *Photo by Billy Gibson*



Oahe Electric Now Accepting Applications for 2023 Scholarships

Oahe Electric, in conjunction with Basin Electric Power Cooperative, is offering **one \$2,000** college scholarship to a lucky dependent of an Oahe Electric member(s). In addition to this scholarship, Oahe Electric is offering **four \$1,000** college scholarships.

The scholarship program recognizes and encourages the academic achievements of students in our region. It also serves as an investment in the economic future of rural areas.

Applicants for the scholarships must be a U.S. citizen and a dependent of Oahe Electric consumers. Applicants also must be students enrolled or planning to enroll in a full-time undergraduate course of study at an accredited two-year or four-year college, university or vocational/

technical school.

The scholarship recipients are chosen based on a combination of their written essay, SAT/ACT scores, overall grade-point average, work experience, participation in school and community activities, a personal statement of career goals and a written recommendation by a third party.

Applicants for the 2023-2024 academic year are being accepted until **Feb. 10, 2023**.

For more information, contact Samantha at Oahe Electric in Blunt, S.D., at 1-800-640-6243 or oahe@oaheelectric.com. Applications can also be downloaded by visiting our website at www.oaheelectric.com.

Oahe Electric Accepting Lineman's Scholarship Applications

Oahe Electric Cooperative is offering a \$1,000 scholarship for a full-time student registered or planning to register in a power line construction and maintenance program.

The purpose of this scholarship is to emphasize and support the education of future power line workers in South Dakota. Oahe Electric has committed to providing funds for financial assistance to students enrolled in power line maintenance programs with the hopes that graduates of that program will pursue a career with rural

electric cooperatives in the area.

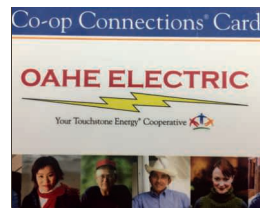
Applicants for the scholarship must be a member or a member dependent of Oahe Electric. Applications for the 2023-2024 academic year are being accepted until **Feb. 10, 2023**.

For more information, contact Samantha at Oahe Electric in Blunt at 1-800-640-6243 or oahe@oaheelectric.com. Applications can also be downloaded by visiting our website at www.oaheelectric.com.

Energy Efficiency Tip of the Month

Do you have a home office? Set equipment like printers and scanners to automatically switch to sleep or energy-saver mode when not in use. In addition to saving energy, the equipment will stay cooler, which will help extend its life.

Another way to save in the home office is to use energy efficient lamps for task lighting. Small lamps use less energy than whole-room lighting.



Cooperative Connections Card Program Vendors

Automotive

Graham Tire Company	605-224-8643	Pierre	Receive a 10% discount on regularly priced service work. Cannot be combined with any other offer.
Lamb Motor Company	800-952-2222	Onida	Receive a free alignment check with the purchase of 4 new tires.
Napa Auto and Truck Parts/Farnam's Genuine Parts, Inc.	605-224-8624	Pierre	Receive 10-50% off retail price.

Food/Convenience Store

Branding Iron Bistro	605-494-3333	Pierre	Enjoy \$1 off your order. Limit one per visit.
Gator's Pizza Pasta and Subs	605-224-6262	Pierre	Purchase any large pizza at regular price and receive a FREE order of breadsticks.
Grey Goose Store	605-945-0794	Pierre	Receive a free 20 oz. fountain soda or coffee with the minimum of a \$30 gas or diesel purchase.
The Corner	605-258-2400	Onida	Buy one breakfast sandwich at regular price, get second half off.

Health/Fitness and Beauty

Anytime Fitness	605-224-4011	Pierre	Receive a free two-week mini-membership.
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Home/Garden

Slumberland Furniture	605-945-1997	Pierre	20% off any regular priced Lazy Boy items. Excluding special orders.
Lee Real Estate	605-222-6003	Perre	Receive a FREE Comparable Market Analysis for real estate properties, which gives members current market values for home, land and commercial properties.

Services

Apryl's Animal House	605-224-9203	Perre	10% off a grooming or boarding Receive a 10% discount on the rental price of a water softener and/or reverse osmosis drinking water system by paying a year in advance. Receive 10% off of the purchase price of a new water softener or reverse osmosis drinking water system when you mention this ad. Payments made by credit cards do not qualify for discounts/specials.
Inman's Water Technologies	605-224-5111	Pierre	
Olson Plumbing Inc.	605-224-6436	Pierre	\$50 discount on any electric boiler, Marathon water heater, or fireplace
Small Engine House	605-224-5815	Pierre	10% off parts and labor

Sports/Recreation

Teton River Traders Gun Shop LLC	605-224-1371	Ft. Pierre	2% discount. Payments made by credit cards do not qualify for discount.
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Retail

Fastenal	605-224-4060	Pierre	10% off of fasteners and 5% off on all other products
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NATIVE TOURISM

Native Tourism Alliance shines spotlight on tribal nation culture

Billy Gibson

billy.gibson@sdrea.coop

Sure, many of the 15 million travelers who visit South Dakota each year may have marveled at the Mount Rushmore Memorial, snapped a selfie at Wall Drug or beheld the fast-moving waters in Falls Park.

But how many of them have witnessed the whirling splendor of a wacipi, the traditional Native American celebration of life? How many have paused to watch a Native artist crafting a colorful piece of beaded jewelry?

Several years ago, a blind spot was noticed in the Department of Tourism's efforts to attract visitors – not much attention was being focused on the state's nine federally-recognized tribal nations.

In an effort to address that oversight, the department teamed up with the George Washington University International Institute of Tourism Studies

and the tribes to develop a sustainable indigenous tourism industry by letting visitors know there are many points of interest available for exploration far beyond the beaten paths.

The five-year plan has been described as a “groundbreaking endeavor” and is one of the first initiatives of its kind under the Native American Tourism and Improving Visitor Experience (NATIVE) Act and was unveiled in August of 2021. More than 60 state, local and federal organizations collaborated to formulate the strategy as a catalyst for economic growth.

“I think the Alliance is a potential revenue source for our tribes, and it’s a way for us to generate income, alleviate poverty and help conserve our natural resources and culture,” said Dew Bad Warrior-Ganje, a member of the Cheyenne River Sioux Tribe.

The plan identified five guiding principles:

Native Tourism Alliance

CHEYENNE RIVER SIOUX TRIBE
PO Box 590, Eagle Butte, SD 57625
605-964-4155

CROW CREEK SIOUX TRIBE
PO Box 50, Fort Thompson, SD 57339
605-245-2221

FLANDREAU SANTEE SIOUX TRIBE
PO Box 283, Flandreau, SD 57028-0283
605-997-3891

LOWER BRULE SIOUX TRIBE
PO Box 187, Lower Brule, SD 57548
605-473-5561

OGLALA SIOUX TRIBE
PO Box 2070, Pine Ridge, SD 57770
605-867-5821

ROSEBUD SIOUX TRIBE
PO Box 430, Rosebud, SD 57570
605-747-2381

SISSETON WAHPETON OYATE
PO Box 509, Agency Village, SD 57262
605-698-3911

STANDING ROCK SIOUX TRIBE
PO Box D, Fort Yates, ND 58538
701-854-8500

YANKTON SIOUX TRIBE
PO Box 1153, Wagner, SD 57380
605-384-3641

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- Unity - Reunification of the Očhéthi Šakówi Oyate through shared history, commonalities, and collaboration on developing regional tourism.
 - Preservation - Promotion of art and culture in order to enhance self-identity and pride as well as preserve the culture, including language and traditional knowledge.
 - Woksape - Recognition of Elders as the driving force of traditional knowledge and wisdom in the development of regional tourism and educating the youth to be stewards of the language and culture.
 - Education - Creation of cross-cultural bridges and educating the World about Native American communities.
 - Self-sufficiency - Development of opportunities for Tribal Nations to become self-sufficient and create pathways to enhance livelihood.

Organizers gathered together and developed detailed goals and methods to achieve those goals. Planners were forced to start from the ground floor as not much data existed to determine the present status of Indigenous tourism.

They initially identified a “rich mix” of 145 existing natural, cultural and heritage attractions and special events to promote, in addition to potential agritourism initiatives.

Nearing the halfway point in the plan’s prescribed timetable, stakeholders report substantial progress and greater interest from visitors seeking an authentic cultural experience.

Calvin Bloemendaal, who has represented the South Dakota Department of Tourism in the Alliance from its inception, pointed out several specific measures of success.

Chief among them is the creation of a nine-day motorcoach tour of tribal territory that starts in Rapid City and terminates in Bismarck. The tour, coordinated with assistance by the tourism department, will begin this summer and will be operated through Destination America and Trafalgar Tours.

“It’s one of the first tours of its kind,” Bloemendaal said. “Destination America caters to an upscale clientele of individuals who like to travel a lot and have been to a lot of places. They’re looking for something unique and interesting they haven’t seen before.”

He also mentioned the progress that has been made in building a network of support for tribal tourism and the development of themed destination experiences.

There’s also a marketing guide that is part of the department’s general ongoing promotional efforts. More than 30,000 of the helpful guides were printed and are being distributed at visitor centers, trade shows and other industry events.

“I was at a trade show in Denver and people were extremely interested in this idea and gravitating toward it. The guide is an effective tool that inspires people to visit,” he said. “We’re making a lot of headway as far as putting together pitches and itineraries to attract more tour operators to the state.”





CULTURE ON DISPLAY

The Mead Cultural Center has a variety of exhibits and programs to appeal to every interest. *Photos by Mead Museum*

Mead Cultural Education Center has something for every interest

Billy Gibson

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The action seems to never cease at the Mead Cultural Education Center in Yankton.

Between three very popular permanent exhibits, community-based special events and temporary displays that come and go, the constant swirl of activity keeps Rob Marlow on his toes.

Marlow is program director at the museum, which is known affectionately to local supporters and frequenters as “The Mead.” He was finally catching his breath after the Christmastime crush when he and his team had to quickly turn their attention to installing a new traveling exhibit called “Crossroads: Changes in Rural America,” the product of a collaboration between the Smithsonian’s Museum on Main Street program and the South Dakota Humanities Council.

Previously, the touring exhibit spent several months on display at the South Dakota Agricultural Heritage Museum

on the SDSU campus in Brookings and will show at The Mead through the first week of March.

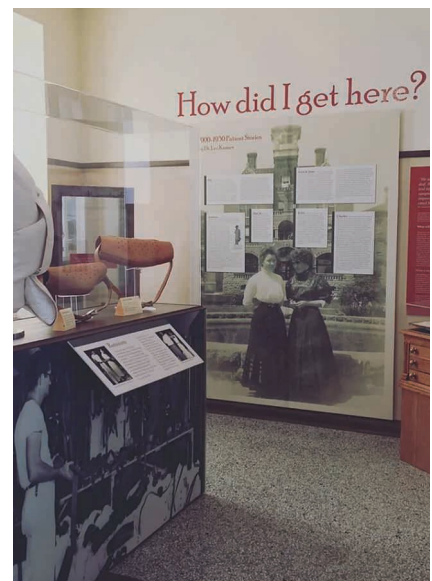
Other stops include the Sturgis Public Library from March 11 through April 30 and the Fort Sisseton Historic State Park from May 6 through June 25.

Marlow explained that the exhibit describes how the U.S. population has shifted away from rural and agrarian communities and moved toward more urban and suburban centers since 1900. It showcases the many ways agriculture-based towns and villages across the country have responded to those changes and in many cases have thrived.

As they’ve felt the impact of the long-term demographic trends, rural communities have been pro-active and intentional in finding new opportunities for growth, innovation and economic development.

“A lot of people who don’t live in rural towns have a perception that they’re barely hanging on by a thread, and that’s not always the situation. The reality is that while it hasn’t been easy,

farmers and ranchers and small town leaders have rolled up their sleeves and met these challenges head-on, to the point that we see many folks coming back to a lifestyle with a slower pace, more freedom, more comfort and more room to roam. It’s really a super success



A display focusing on the historic Yankton State Hospital is a popular attraction at the Mead Cultural Education Center in Yankton.



This display was created by the local Lego club and attracted a lot of interest during the Christmas season. *Photos by Mead Museum*

story, and this exhibit shows that. We're excited to have it here at The Mead," Marlow said.

Meanwhile, curious crowds continue to flock to the museum's three permanent exhibits, which include Yankton State Hospital: Minds, Methods and Medicine; Journey Forward: Connecting Cultures; and the Children's Transportation Museum.

Marlow said visitors and guests generally have a special fascination with the story of how the Mead Building in Yankton was once home to the state's largest mental health facility for women.

The permanent display designed by Jane Bobzin, Carol Ryan and Stan Hoffart opened in 2020 and tracks the history of the facility that dates back to 1879.

It highlights the accomplishments of hospital superintendent Dr. Leonard Mead and Dr. Leo Kanner, considered to be the "Father of American Child Psychiatry" for his innovative work in the field of autism.

"We get a lot of positive reviews and feedback about that display. People walk away learning a lot about the history of the facility and how the hospital provided treatment for those with mental disorders at the time," Marlow said.

Throughout the calendar year, the facility hosts a variety of seasonal events and activities such as the Hall of Trees held each year from Thanksgiving to Christmas.

This past Christmas, nearly 70 local businesses, social organizations and other sponsors decorated trees to reflect the spirit of the season. More than 1,300 visitors cast their vote for best-of-show by dropping a token in a box in front of their favorite tree. Registration fees paid by the competing tree decorators go toward providing free museum admission to those 17 and under.

The 2022 Hall of Trees exhibit also included a 1,400-piece Lego display built by the Yankton Community

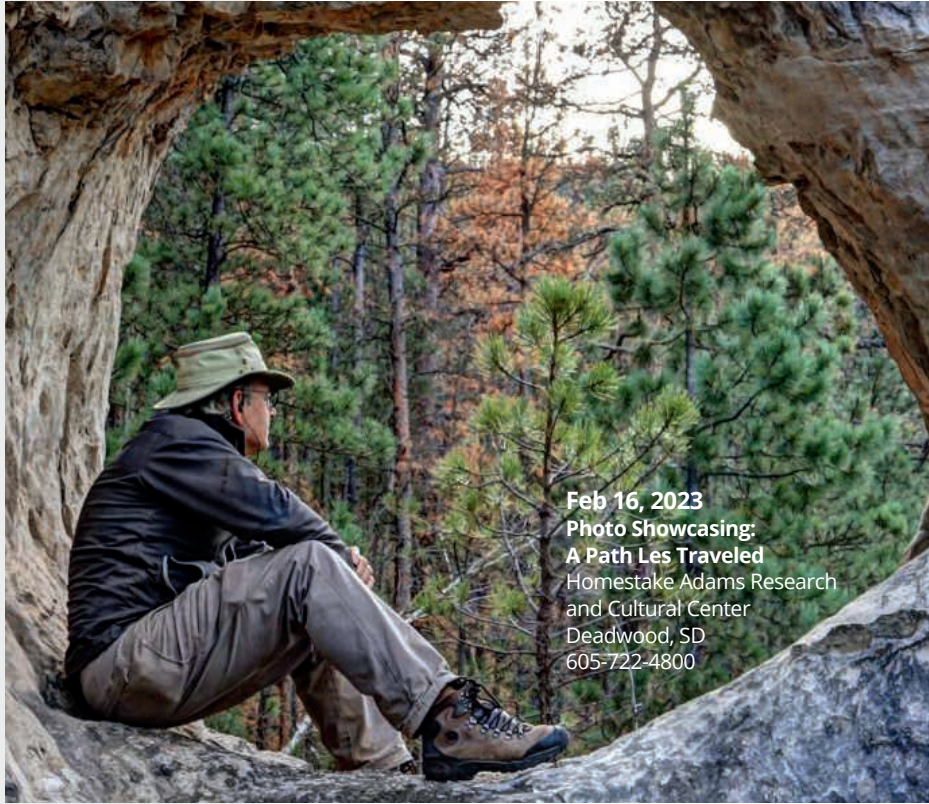
"There's a lot to see and explore at the Mead Building. We feel like the discovery process is something that never ends."

- Rob Marlow

Library Lego Club led by local brickmeister Tom Cihak. Last year's display featured an assortment of Tonka trucks.

Another popular seasonal event occurs during Halloween and is centered around "haunted history" tours of the Mead Building and an "overnight experience" where guests gather together with their sleeping bags and snacks, share ghost stories and listen for signs of any paranormal activity taking place in the crooks and crevices of the structure.

"There's a lot to see and explore at the Mead Building," Marlow said. "We feel like the discovery process is something that never ends."



Feb 16, 2023
Photo Showcasing:
A Path Les Traveled
 Homestake Adams Research
 and Cultural Center
 Deadwood, SD
 605-722-4800

To have your event listed on this page, send complete information, including date, event, place and contact to your local electric cooperative. Include your name, address and daytime telephone number. Information must be submitted at least eight weeks prior to your event. Please call ahead to confirm date, time and location of event.

FEB. 3-4
TOOTSIE
 Show Dates:
 Feb. 3, 7:30 p.m.
 Feb. 4, 2 p.m.
 Feb. 4, 7:30 p.m.
 Washington Pavilion
 Sioux Falls, SD
 605-367-6000

FEB. 4
Lake Hendricks Fishing Derby
 9 a.m. registration
 Hendricks City Public
 Lake Access
 Hendricks, MN
 507-828-2113

FEB. 4
James River Gobblers
Hunting Heritage Banquet
 Highland Conference Center
 Mitchell, SD
 605-999-3208

FEB. 10-11
Mardi Gras Weekend
 Mardi Gras Events & Parade
 Sponsored by Deadwood
 Chamber of Commerce
 Main Street
 Deadwood, SD

FEB. 11
Songs of Romance
 7:30 p.m.
 Washington Pavilion
 Sioux Falls, SD
 605-367-6000

FEB. 16
Photo Showcasing:
A Path Les Traveled
 12 p.m.-1 p.m.
 Homestake Adams Research
 and Cultural Center
 Deadwood, SD
 605-722-4800

FEB. 24
Calamity's Shindig
 6 p.m.-9 p.m.
 Homestake Adams Research
 and Cultural Center
 Deadwood, SD
 605-722-4800

FEB. 28
BIG Career & Internship Fair
 10 a.m.-2 p.m.
 Ramkota Hotel
 Sioux Falls, SD

MARCH 4
Annual Ag Day
 9 a.m.-1 p.m.
 Washington Pavilion
 Sioux Falls, SD
 605-367-6000

MARCH 18
Shamrock Shuffle Fun Run
 12 p.m.
 Main Street
 Presho, SD

MARCH 25-26
Greater Sioux Falls Model
Train Show
 Multi-Cultural Center
 Sioux Falls, SD

MARCH 30
"The Wildest Banquet
Auction in the Midwest"
 5:30 p.m.
 South Dakota Military
 Heritage Alliance
 Sioux Falls, SD
 605-339-1203

APRIL 1
Mozart Requiem
 7:30 p.m.
 Washington Pavilion
 Sioux Falls, SD
 605-367-6000

Note: Please make sure to call ahead to verify the event is still being held.