



# CHAMPIONING EXCELLENCE



## SOUTH DAKOTA HALL OF FAME NEWSLETTER

### OUR EXPANDED MISSION

Championing a culture of excellence

### Highlights of 2013

Ten new inductees honored

Year-Long Champions for Excellence programming

1,200+ meals given by generous donors

Planning under way for our 40th anniversary celebration in 2014

### Plans for 2014

Establish the Champions of Excellence brand

Expand Legends & Learning statewide in South Dakota classrooms

Implement Legacy of Inductees with a digital platform to preserve achievements of inductees

Update Hall exhibits in the museum and beyond the walls with Champions of Excellence theme

## SD Hall of Fame Has a New Brand



The Hall has expanded our mission to "Championing a Culture of Excellence in South Dakota."

This is a big dream. It is a dream that our inductees and their supporters have enthusiastically embraced. They have caught the vision that the South Dakota Hall of Fame can be the "Champion for Excellence."

Over the next few months we will work to implement the initiatives described in this newsletter. We continue to explore other opportunities to meet our mission and encourage your feedback.

All of our efforts have one theme. They champion excellence.

Your board and staff are fully committed to this work. We

cannot do it alone.

We are off to a great start this year receiving a number of generous donations.

But to reach our goal we need the support of our inductees, their families and friends, and related organizations.

Please consider supporting this work for its meaningful and unique impact on the state of South Dakota.

Please read further to find out about the 2014 Annual Donor Campaign and the programs it supports.

*"Champions for Excellence branding will support our new programming to spread the Hall's message of excellence to all of South Dakota."* Dave Olson, Chairman

## 2014 To Include 40th Anniversary Celebration

Our 40th Anniversary is cause for celebration, and an opportunity to expand our programming and impact.

Our Legends & Learning program for 4th grade is enthusiastically supported by teachers, but it needs statewide marketing so that other schools and their students can benefit from lessons in excellence.



Our Hall facility has limited space to tell the many stories of success of our inductees. With new technology, our program continues to expand beyond the

four walls. Other plans include implementation of the Legacy of Inductees and Act of Excellence. Read more about our anniversary activities in this newsletter.

## New Board Members Bring Experience & Ideas



**Gaile Meyerlik** is the Chief Lending Officer for First Dakota National Bank, and the Market Manager of the bank's Chamberlain, Kimball and Wagner branches. Gaile serves on the board of the Lake Francis Case Development Corporation, and is past president of that organization and of the Chamberlain-Ogema Area Chamber of Commerce and the local Kiwanis Club.

Gaile was raised on a ranch near Pierre, SD, attended USD for two years, and then obtained a bachelor's degree in Animal Science from SDSU. He graduated from the American Banker's Association Ag Bank Management School in 1986. He has been a banker in Pierre, and then Chamberlain, for 36 years.

Gaile and his wife Dorise live in a Chamberlain home that is listed in the National Register of Historic Places. They have three grown children and a granddaughter. His hobbies are golf, church choir, and working on their home.



**Miles K. Branson** has served as President and Chief Executive Officer of PREMIER Bankcard since 1993. He currently serves on the Board of Directors for PREMIER Bankcard, First PREMIER Bank, United National Corporation, Sioux Falls Area Community Foundation, Sioux Falls Catholic School System, the Catholic Foundation of Eastern South Dakota, Dakota State

Foundation, and he is a member of the Board of Governors of the University Of South Dakota Branson School Of Business.

He has also played a leadership role in a variety of successful community and charitable fundraising campaigns (e.g., United Way, Children's Home Society, Ronald McDonald House, Cathedral renovation, Make-A-Wish, Blood Run, March of Dimes, among others). Miles was recognized as an Outstanding Alumnus in 1993 and Distinguished Alumnus in 2000 by Dakota State University, inducted into the Lincoln High School Hall of Fame in 2009 and into the South Dakota Hall of Fame in 2013.

Miles is married and has three daughters.



**Sarah Richardson Larson** is an Aberdeen native who has lived in Sioux Falls the last 34 years with her husband, Jeff Larson. Sarah is a partner in the law firm of Davarquest, Evans, Harwitz & Smith, L.L.P., where she practices estate planning, probate, and trust administration.

Sarah is a Fellow at the American College of Trust and Estate Counsel and a member and former chair of the

Sioux Falls Estate Planning Council and the State Bar Association's Real Property, Probate and Trust Law Section.

She served as a board member or officer of numerous organizations, including the Sioux Falls Area Community Foundation, the Sioux Falls Area Chamber of Commerce, the Sioux Empire United Way, the University of Sioux Falls Foundation, The Banquet, South Dakota Achievers, the Sioux Falls Concerns Association, and the South Dakota Parks and Wildlife Foundation.



**Jan Johnson** brings 39 years of education experience and 23 years of bank experience to the board. She taught English for 32 years at Estelline and Watertown High Schools and is currently an adjunct professor at Mount Marty College, Watertown branch.

Jan also serves on the audit committee, IT committee, and as an editor and consultant for the board of directors at Rollibank. She grew up on a dairy farm in Bruce, SD, obtained her BA from Augustana College and her MA from South Dakota State University. Jan is married to David Johnson, and they have two sons, Reid and Ethan, and three grandsons.



**Bernard Christensen** was raised on a farm near Branson, South Dakota, and earned an Economics degree from SDSU and a Masters degree from USD. He joined the South Dakota Division of Criminal Investigation, where he eventually rose to Assistant Director, a post he held until his retirement in 1983.

Bernie was then elected to the Pierre City Commission in 1983 and the South Dakota House of Representatives in 1984 and 1986. Governor George S. Mitchell then asked Bernie to become the founding Executive Director of the South Dakota Community Foundation, where he developed programs such as the Community Savings Account program. As a result of his leadership, more than seventy communities have permanently endowed funds totaling over \$17 million, providing financial support for community betterment projects across South Dakota.

Also a professional pilot and flying instructor, he has licensed more than 1700 pilots, including South Dakota governors. Bernie and his wife Sally have five children.



## Save the Date

### Honors Ceremony 2014 September 12-13-14

Save the Date for the 2014 Honors Ceremony, set for September 12, 13 & 14 in Chamberlain. Join us in honoring ten new inductees for their contributions to the

culture of excellence in South Dakota while seeing many past honorees and friends.

To help continue this tradition, sponsor a table for family and friends.

Provide the limelight or banquet through your business. Donate items of value for the silent auction.

#### NEW! Online video

In case you missed the last Honors Ceremony, or you want to see it again, visit our new YouTube channel

Choose among twenty videos from the ceremony of 2013, including inductee stories and their acceptance speeches.

QR Code for SDHOF YouTube channel.



Top row (left) Charles Strible, Miles Beacom, Tom Uttridge, Gen. Dennis Drogendorf, Dennis Erickson, Bernard Christensen. Row two (left) Jerry Manning, Ruth Brennan, Shirley Walker, Mary Queen Jordison for William Jordison, Pat Johnson. 2013 Honors Ceremony, September 12 & 14, South Dakota Hall of Fame, Chamberlain, South Dakota.

## Inductee Updates

**1996 Inductee Larry Ritz**, a retired partner at the former Henry Scholten & Company accounting firm, was presented with the 2013 Spirit of Sioux Falls Award during a special ceremony at the Sioux Falls Development Foundation annual meeting on Nov. 21. The award recognizes leadership excellence and dedication to the Sioux Falls business community and its economic growth.

**2011 Inductee Bill Hinks** and Furniture Mart successes are featured in a Argus Leader newspaper article dated January 8, 2014.

**2012 Inductee Gene Lebrun** received the 2013 Rapid City Lawyer of the Year in Corporate Law.

**2007 Inductee T. Denny Sandford** and **2013 Inductee Miles Beacom** donate \$5 million to renovate the current Madison Community Hospital into what will become the Beacom Institute of Technology building.

**2013 Inductee Ruth Brennan** received the Rapid City Chamber George Award that recognizes leadership excellence through her contributions with Rapid City and the Cultural Arts Community.

## *Giving & Stewardship*

### *2014 Annual Donor Campaign Goal \$500,000*

2014 is the 40th anniversary of the South Dakota Hall of Fame with a new brand and new programming. As a state South Dakota continues to demonstrate national leadership in excellence and our Inductees are contributors throughout the state and our country. Our Inductee Updates in this newsletter show just a few of those continued achievements in excellence.

At the same time the mentorship and leadership of our inductees among youth through our Legends

and Learning educational model for South Dakota classrooms connects students with living histories of Champions for excellence.

We invite you, your descendants, community and organizations to support the SD Hall of Fame with exciting new programming for statewide implementation and impact to serve the diversity of our state and people building a culture of excellence.

The Board of Directors set the 2014 Annual Donor Campaign goal of

\$500,000. Annual operations of the Hall Museum cost \$350,000 with \$150,000 designated for exciting and new programming within and beyond the walls of the hall. The Board of Directors also adopted new donor categories to recognize and honor donors, which are:

Legacy \$25,000 and up  
Heritage \$10,000—\$24,999  
Ancestry \$2,500—\$9,999  
Founder \$1,000—\$2,499  
Supporter \$500—\$999

### *Be a Champion for the Culture of Excellence for South Dakota*

We offer many options to support long-term stewardship to the Hall of Fame and the legacy of its inductees.

Invest in championing a culture of excellence in South Dakota for future generations.

Donate online at [sdhalloffame.com](http://sdhalloffame.com), mail in or call in your pledge.

#### **WAYS TO GIVE**

##### **Automatic Contributions**

Make an automatic monthly contribution by credit card or by automatic transfer from your checking account by mail, phone or online at [sdhalloffame.com](http://sdhalloffame.com)

##### **Bequests**

Leave a legacy to the SD Hall of Fame in your will. Bequests help your heirs by providing estate tax savings. Enjoy the feeling now that comes from knowing that you have made a donation to your community without compromising your current financial situation.

##### **Charitable Gift Annuity or Remainder Trust**

Stipulate in your will that an individual pension plan, IRA or retirement plan will go the SD Hall of Fame. A

gift annuity or remainder trust provides a guaranteed cash flow and substantial tax benefits, while substantially contributing to the SD Hall of Fame's future.

##### **Gift of Life Insurance**

You can designate the SD Hall of Fame as the beneficiary of a life insurance policy. Tax benefits vary.

##### **Remainder Interest**

Donate real property to the SD Hall of Fame but retain the right to continue living in the property. You can receive a charitable income tax deduction for the present value of your equity and avoid potential capital gains taxes from the property's continued appreciation.

##### **Transfers of appreciated property**

Take advantage of tax benefits when you give securities, real estate and assets such as vehicles, art, or jewelry.



## AREAS WHERE YOU CAN MAKE ALL THE DIFFERENCE

### HONORS CEREMONY

Annual Honors Ceremony

Tribute to Former Inductees

### OUTREACH PROGRAMS

Acts of Excellence

Legacy of Inductees

Legends & Learning

### ENDOWMENT

Ongoing Support for programs, building & grounds, and operations

### UPGRADES & UPDATES

Enhanced & expanded exhibits with updated technology

Updated digital tools to support outreach & programming

Building maintenance

## Celebrate Acts of Excellence

Provide recognition and celebration to the many South Dakotans with inspiring accomplishments that enhance the diverse culture of excellence in our state.

The Hall of Fame will invite nominations of individuals, groups and organizations to receive the designation as a Champion

for Excellence. The celebration of this achievement will include the presentation of a certificate, recognition online, and in the media.

Watch for more on how you can help spread the word about excellence in South Dakota.

## Legacy of Inductees Digital Platform

Recognize the legacy of inductees by the addition of information about their accomplishments made since their election to the Hall of Fame. The program includes an online archive, currently under development. Inductees, their families and friends will be invited to expand upon the inductee's achievements which will help inspire champions of the culture of excellence in South Dakota.

## Legends & Learning Builds on Success

This successful web-based program gives students the ability to share in the history-making experiences of selected inductees to the Hall of Fame. Developed by South Dakota teachers to give 4th grade students who are studying South Dakota history opportunities to interact with the lives of inductees who have made our history.

This model program uses online technology to assist students to become Champions for Excellence through the study of the diverse experiences of

geography, gender, race, politics and vocations of the Hall of Fame inductees.

Your donations will help expand the Legends and Learning program to include additional inductees.

To learn more, visit the Legends & Learning website at [SouthDakotaLegends.com](http://SouthDakotaLegends.com)

### Current South Dakota Legends

By row from top  
Tom Brokaw, Mary Hart  
Joe Fox, Sparky Anderson  
Carole Heward, Billy Mills  
Al Muscarelli, Oscar Howe



## Rapid City & Sioux Falls Stakeholders Meet

### Thanks to all attendees!

#### Rapid City

T. & J. Gingo

V. & V. Surve

V. Shippard

Senator C. Tiesam

E. McLaughlin

J. Clement, B. Estes

S. McNeely, B. Olson,

L. Jennwein

D. & N. Gowen

R. Melmer, G. Brown

J. & F. Olson

R. Loucks, B. Evenson

Y. Kuelow, H. Cleveland

D. Lamphere

#### Sioux Falls

M. Beacon

C. & M. Soukup, L.

Ritz De, D. Kautson

R. Ekstrum, M.

Ollinger G. Jorgenson,

D. Scott A.

Schoeneman

J. Soderholm

Dr. K. Wegner

K. Shunard-Kuenders,

T. Muenster, B. Olson

R. Melmer, R. Cutler

D. Sorenson, J. Wister

#### Summary Report

This is a summary report regarding the two Stakeholder Meetings held to date in Rapid City and Sioux Falls late in 2013.

The purpose of the meetings were to gather input and feedback regarding the Champions of Excellence brand for programming, awareness and advocacy of the Hall.

The questions asked during the meetings provided the following feedback:

#### Sioux Falls Questions

#1. *What do you think of our expanded mission?*

Consensus that the mission is understood.

#2. *What do you think of the Acts of Excellence?*

Use media to further our mission.

#3. *What do you think of Legacy & Learning?*

Should think about going beyond the 4th grade level, perhaps college level.

Should consider doing classroom tours and handing out materials.

#4. *What do you think of the Legacy & Learning?*

Focus impact on the youth through technology, and media.

#5. *What else should we be doing?*

Work on our marketing, needs to be increased.

Look at endowment for scholarships. Look at the nomination process and updating our past inductees stories on the website.

Look at stronger presence of staff especially during the summer hours. Take advantage of free advertising. Look at getting volunteers for our organization.

#### Rapid City Questions

#1. *Why support a mission of excellence?*

- Contribute to a cause, create positive outcome, address an existing problem (Scholarship, mentoring), show people an opportunity to engage, develop credibility reputation, tie it to something meaningful

- Appealing to all ages, educate what the project really is, magnetic appeal (would draw people in), project to bridge the ethnic gap

- Who would support: teachers, inductees, descendants of inductees and relatives of inductees

and organizations of inductees and volunteers

#2. *How can we achieve this?*

- Recognition, acts of excellence, connecting those demonstrating excellence in a area with an inductee, recognize you have to start small and if it works, expand

- Put everything online, make it downloadable, and accompany that with speaker's bureau, social media – twitter, media centers (one east river, one west river), traveling Hall of Fame!

Reach out to the schools, social media; take it to the people, find riches.

Create programs that appeal to others, represent something that people understand,

#3. *How do we reach beyond the physical space?*

How do we reach people outside of the Hall? Hall of Fame on wheels?

Attend more conventions where we have a booth, reaching out to people.



## At the Hall

### 5th Annual Festival of Trees

It was looking a lot like Christmas at the SD Hall of Fame. Twenty-six Christmas trees, big and small, lined the hall for the month of December.

The trees had been decorated by businesses, organizations and community members. The community was encouraged to stop at the Hall of Fame and vote for their favorite tree.

Central Dakota Times was this year's favorite, winning \$100.



### Famous South Dakotans in the making!

Every year the 4th-graders in Chamberlain schools tour the Hall. Each child picks a notable South Dakotan, usually one of our inductees for a 30-second presentation for their family and friends to see at the Hall of Fame.

Photos show portrayals of rodeo great Bart Blum, musician Kyle Evans and artist JoAnne Gird from 2013 performances.

## Visit Us Online Or In Person

Visit the official South Dakota Hall of Fame in Chamberlain, just off I-90, Exit 263

### Winter Hours

Mon—Fri, 9am—5pm

### Summer Hours

Memorial Day to Labor Day

Every day, 9am—5pm

Visit us online!  
**SD Hall of Fame**  
online

[www.sdhalloffame.com](http://www.sdhalloffame.com)

**Legends & Learning**  
[SouthDakotaLegends.com](http://SouthDakotaLegends.com)



Sign up for email news



South Dakota Hall of Fame  
1480 S Main Street  
Chamberlain, SD 57325  
(605) 234-4218  
(800) 697-3130

PRESORTED  
STANDARD  
US POSTAGE  
**PAID**  
PERMIT NO 18  
CHAMBERLAIN SD 57325

### *Champions for Excellence in South Dakota*

*The South Dakota Hall of Fame is privileged to have inducted 677 men and women in recognition of their exceptional achievements. These inductees are connected with the many others throughout South Dakota committed to be Champions for Excellence.*

## *History of SD Hall of Fame*



SD Hall of Fame in Chamberlain (2005)

- 1974 Established
- 1976, October 29 Cowboy and Western Heritage Hall of Fame
- 1975 to 1999 Quarterly magazines - *Dakota West* to *South Dakota Heritage* to *South Dakota Hall of Fame*
- 1978 First Inductee Class of 120 individuals & Annual Honors Ceremony
- 1986, July 25 SD Hall of Fame established
- 1992 Relocation to Chamberlain
- 1993 launched Building Campaign of \$1.5 million
- 1996 State Legislation designating SD Hall of Fame in Chamberlain
- 2000, June 3 Grand Opening 10,000 sq. ft. building in Chamberlain & present South Dakota Hall of Fame Honors Ceremony Commemorative Magazine
- 2004 Endowment established & 30 Anniversary
- 2012 Mortgage paid
- 2014 40th Anniversary