

# Retail Prophet

October, 2001

*Our hearts go out to all affected by the tragic events of September 11.*

*In spite of the devastation caused by the terrorist attacks on our nation, we know that America stands strong and undaunted.*

## President's Comments

by SDRA Board President Brad Drake



**Brad Drake**

### The Unthinkable Happened!

As I put my fingers to the keyboard, I ask myself where do I start? What do I say? The United States has been attacked and how can I go about business as usual? How can I put things in perspective in a world that now has so many unknowns? Like everyone, I am begging for answers and I don't know when I can be satisfied. My emotions fly from hatred to sadness and back again. I want all of this to go away. It just all seems so surreal, but reality doesn't work

**DRAKE**, continued on page 9

## Federal labor law seminars this month

SDRA will sponsor a series of four Federal Labor Law Seminars this month featuring David King of the U.S. Department of Labor.

The programs will be held from 10 am to 3 pm (lunch on your own) in Watertown, Chamberlain/Oacoma, Rapid City, and Sioux Falls.

- ✓ **Watertown:** October 9 at the Redlin Art Center
- ✓ **Chamberlain/Oacoma:** October 16 at Cedar Shore Resort
- ✓ **Rapid City:** October 17 at the Ramkota
- ✓ **Sioux Falls:** October 23 at the Ramkota

**SEMINARS**, continued on page 11

## Director's Notes

by SDRA Executive Director Jerry Wheeler



**Jerry Wheeler**

I don't know how many of you have ever been in a job or voluntary position that requires you to write a monthly column but I can tell you it is not my favorite job. As a matter of fact I will go one step further and tell you that it is my least favorite job of all.

I am sure you all know what I am talking about because even if you don't write a monthly column I bet there is some part of

**WHEELER**, continued on page 13

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- 3** Answers to questions from retailers
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# News Brief

## Terrorist attack disrupts Congressional schedule

Last month's terrorist attacks on the United States threw Congress's post-recess schedule into disarray. Committee hearings were canceled, including consideration of a number of business issues.

consideration of a number of business issues.

## Attack prompts fears of gas price hikes

Last month's terrorist attack on New York City and Washington, DC leaves the petroleum industry with a growing uncertainty about the near-term and long-term availability of supplies.

The National Association of Convenience Stores (NACS) says reports of spikes in gasoline prices following the attacks were, for the most part, isolated incidents. In general, NACS said, marketers are trying to keep prices down, and that the convenience store industry will act responsibly and seek to provide sufficient product at reasonable prices.

NACS says the nation's convenience stores will respond to actual market conditions, but will do everything they can to maintain a stable supply of gasoline for America's consumers.

*from National Assoc. of Convenience Stores*

## Preliminary injunction stops Bush discount card

Last month, Judge Paul L. Friedman of the U.S. District Court for the District of Columbia granted a motion for a preliminary injunction in NACDS/NCPA v. HHS/CMS. In short, the Bush Administration Drug Discount Card Program has been stopped - at least temporarily - and perhaps permanently.

The judge said that there is "substantial likelihood" that community pharmacy would prevail in a case in which:

- The Administration has no legal authority to implement this plan, and;
- Violated the Administrative Procedures Act by not allowing comment and review.

The judge also found that the card endorsement program could do "irreparable harm" to community pharmacy and that it is in the public interest for the government to "follow its own laws."

The government claimed that its plan is a general statement of "policy" and not a government program, but the judge said, "If it walks like a duck and talks like a duck, it's more often than not, a duck."

The judge based his decision on the "likelihood of winning on the merits", saying not only did the Feds fail to follow appropriate procedures but also said the government lacked statutory authority - meaning the Feds can't just retrace their steps and do it right the next time.

The Feds still have the option to appeal, but after the hearing, some officials seemed unclear if they actually will.

*from National Assoc. of Chain Drug Stores*

## Walmart can't overturn below-cost laws

Lobbying state legislatures to overturn below-cost-sales laws proved to be too much for Walmart in recent months, the *Wall Street Journal* reported. The newspaper examined the giant retailer's experiences in seven states, from which it cannot claim a single victory.

Among the missteps by Walmart the *Wall Street Journal* cited were poor timing — with fuel prices falling, state legislators felt no sense of urgency to change below-cost laws — and being outmatched by better-organized marketer groups.

"I think the mistake we made is that we didn't start developing relationships a long time ago," said Jay Allen, Walmart's vice president of corporate affairs. "A crisis is a bad time to develop friends."

In state after state, the *Journal* said, lawmakers responded to the depiction of Walmart as a giant intent on wiping out small businesses by undercutting prices. Of the states where Walmart sought to overturn below-cost laws, Florida, Wisconsin, Louisiana, Tennessee, and Washington all preserved their current below-cost laws, while Maryland strengthened its existing law and Minnesota passed a new below-cost law requiring a markup of at least 8 cents per gallon above cost and allowing state officials to padlock the fuel dispensers of any violator.

**—from National Association of Convenience Stores**



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## State vs. Federal Labor Laws

**Q:** Federal law requires overtime pay; South Dakota state law doesn't. How do I know whether my business falls under state or federal labor laws?

**A:** The federal guidelines are so broad that virtually all businesses and employees fall under the federal rather than state guidelines. The federal minimum wage and overtime laws apply to:

**1** Employees of certain enterprises having workers engaged in interstate commerce. (Employees are considered to be involved in interstate commerce if they work in communications or transportation; if they regularly use the mails, telephones or telegraph for interstate communication; if they keep records of interstate transactions; if they handle, ship or receive goods moving in interstate commerce; if they regularly cross state lines in the course of employment; or if they accept checks or credit cards from customers).

**2** Businesses whose annual gross volume of sales made or business done is \$500,000 or more.

## Returns

**Q:** What is the state law regarding the requirement to give refunds for returned items?

**A:** There is no state law which requires merchants to accept returned items or to provide refunds. It is a matter of store policy. In order to avoid disputes with customers, it's a good idea to post your policy where it is visible to customers.

## QUESTIONS & ANSWERS



### Restaurant meals for employees

**Q:** Are meals furnished to restaurant employees taxable?

**A:** A restaurant is liable for use tax on the cost of any meals provided by the restaurant to its employees.

## Limits on hours worked by young teens

**Q:** A 15-year old who has a job at another business would also like to work for me. Are the daily and weekly hour restrictions for 14 and 15-year olds per employer, or is that the total number of hours they may work regardless of how many jobs they have?

**A:** The U.S. Department of Labor says the limit on the number of hours which a 14 or 15 year may work in a day or week is per employer.

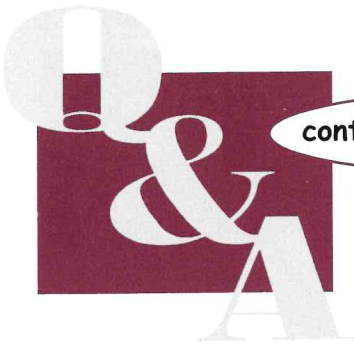
### Allowable hours for 14 and 15 year olds:

Under the federal child labor laws, in nonagricultural occupations, youths 14 and 15 years old may work outside school hours in various nonmanufacturing, non-mining, non-hazardous jobs under the following conditions:

- No more than 3 hours on a school day;
- No more than 18 hours in a school week;
- No more than 8 hours on a non-school day;
- No more than 40 hours in a non-school week.

In addition, work may not begin before 7 a.m. nor end after 7 p.m., except from June 1 through Labor Day, when evening hours are extended to 9 p.m.

(Hour restrictions and limits do not apply to employees age 16 and older).



continued from page 3

### Paying BMI for TVs in a motel/hotel

**Q:** I own a motel. I heard that I have to pay a music licensing fee for all TVs in my guest rooms. Is that right?

**A:** BMI - which, along with ASCAP, licenses businesses to play copyrighted music - says that is not correct.

However, if you have a TV in a "common area" of your motel, such as the lobby or in a bar, then you are required to pay a licensing fee, since much of the music that plays on TV shows is copyrighted. If you have a TV in a common area, then the fee is based on the number of guest rooms you have in your establishment.

For more information, call BMI toll-free at 1-877-264-2136, or log onto their website at [www.bmi.com](http://www.bmi.com), then click on Licensees/Customers.

ASCAP can be called at 1-800-910-7347. You can check out their web site at <http://www.ascap.com>, although it appears to be oriented more toward performers than businesses.



### When does a rummage sale turn into a retail sale?

**Q:** One person in my town held a continuous yard sale throughout the summer. Another person held several rummage sales this summer. Is there a point at which rummage sales become subject to sales tax?

**A:** The Department of Revenue says it has always used South Dakota Administrative Rule 64:06:01:06 to determine if the sale is casual or not. This rule states casual or occasional sales made by an individual who is not engaged in the business of selling at retail are not subject to the tax. Tax applies on sales made in the course of a regularly conducted retail business.

People who conduct one or two

rummage sales a year will meet this rule and do not need to charge sales tax on these sales. If there is an instance where a person or persons conducts more than 2 sales a summer, then the Department needs to know who they are and where the sale is being located so they can take a look at the situation. Folks in South Dakota who have rummage sales every weekend will need to be licensed and collect sales tax on their sales.

Anyone wanting to report someone who is running numerous rummage sales can call 1-800-829-9188 with this information. All information received is kept confidential.

### Sales tax on church purchases

**Q:** Do churches pay sales tax?

**A:** Yes. South Dakota law specifically states which agencies are exempt from the sales and use tax, and churches are not included. (Note: church schools may be tax exempt).



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Pictured: SDRA staff members Sandy Hammer (far left), Donna Leslie (second from left), Carol Nowak (fourth from right) and Kay "Boots" Johnson (second from right), along with Donna's husband Paul Lepisto, Carol's mother Anne Beadle, Carol's husband Marty, and Boots's husband Gary.

## SDRA salutes WWII veterans

SDRA's staff and their families gathered for the September 16 South Dakota World War II Memorial Dedication and Parade in Pierre. The group decked themselves in red,

white and blue, donned patriotic hats, and enthusiastically waved flags of all sizes. The SDRA headquarters - which was along the parade route - was decorated from stem to stern in flags and signs thanking veterans for their service to the nation.



## October is National Disability Employment Awareness Month

"Win With Ability" is the theme of the 2001 National Disability Employment Awareness Month (NDEAM). The aim is to advance the employment of people with disabilities.

The employment rate of people with disabilities has historically been the lowest of any minority in the nation. Recent polls indicate that almost three out of every four individuals with severe disabilities are not employed. These individuals represent a skill pool and a national resource that is largely untapped. Employers who include employees with disabilities in their workforce enjoy win-win situations. Employers get employees who are as productive as any other employees, with good attendance records and loyalty to the job and the company. Employees with disabilities gain self-esteem and a paycheck that can lift them out of poverty.

The Department of Labor's Office of Disability Employment Policy (ODEP) has identified six elements that contribute to creating a win-win situation:

- **Company Commitment**

The employer's commitment to hire

**ADA assistance**  
**Questions about complying with the Americans With Disabilities Act (ADA)? Meeting the Challenge operates an ADA Technical Assistance Center, and provides free information for businesses. Call toll-free: 1-800-949-4232.**

and accommodate people with disabilities must come from the top and be communicated clearly and often to all levels of the organization.

- **Broad Based Recruitment**

Employers must recruit people with disabilities for all positions, including management. The employer should send vacancy announcements to disability-related organizations and agencies, and should state that the employer encourages people with disabilities to apply.

- **Interviewing and Hiring**

Employers should clearly identify the essential functions of all positions and use them as the criteria for making

hiring decisions. Candidates with known disabilities must be evaluated on the skills, training and abilities they present, including their ability to perform the essential functions of the job with reasonable accommodation.

- **Willingness to Make Accommodations**

Proper workplace accommodations enable an employee with a disability to perform the duties of the job fully and competently.

- **Access to Training**

It is important that all training programs and materials, including those that prepare employees for advancement, be available and accessible to employees with disabilities.

- **Awareness and Sensitivity**

Negative or paternalistic attitudes toward people with disabilities are sometimes present in the workplace. Accurate information about the facts and realities for people with disabilities can help create a positive atmosphere in which the employee with a disability can demonstrate his or her abilities.

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To obtain your free, no-obligation quote, please call Marci or Monie at 1-800-965-2818. Or fax a current census of your eligible employees to 605-373-7409. For each eligible employee, please include age, gender, and type of coverage (single or family). Include your anticipated effective date for coverage. A quote will be provided within two days.

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## Building a Partnership With Your Doctor

Talking with your doctor should be a simple process. After all, the subject is the health of you and your loved ones, and the doctor is there to protect that health. Still, when surrounded by medical instruments, technical language, and hectic office environments, some patients find themselves intimidated. The average patient asks just four questions in a 15-minute office visit.<sup>1</sup> In this *News from The Blues*, we're providing you with some communication and planning tips for you to share with your employees so they will get the most benefit from their appointments.

**Plan for your appointment** – If you are going for a physical or a regular check-up, ask about issues relevant to your age and condition. If you are visiting the doctor for a specific injury or illness, be ready to discuss symptoms. Know how long you have been hurt or sick, where the pain is, and what kinds of triggers are making you feel worse. Also, be able to identify risk factors such as family history of a condition or a smoking habit.

**Be specific** – Don't be afraid or embarrassed to speak with your doctor – you will only receive appropriate help with proper diagnosis. Be honest about symptoms and concerns. Instead of simply saying, "I haven't been feeling well," describe recurring headaches, sore throats, or nagging pains. If you are nervous about meeting with the physician, ask a family member or friend to

accompany you to the appointment.

**Ask questions** – Asking questions is one of the most important responsibilities of the patient. No question is silly, and sometimes doctors forget to give details in everyday language. You should clearly understand any test, diagnosis, or treatment your doctor explains. Again, be specific; if the physician prescribes a drug, find out more than just when to take it. Should the medicine be taken with food? Will it interact with other medications? What are possible side effects and how should they be handled?

**Discuss treatment alternatives** – In some cases there is more than one way to treat a particular condition, and it is important to know the alternatives available to you. Ask about possible short-term effects, long-term risks, and overall benefits of each option. Find out if there are generic alternatives to prescription drugs that can save you money. Also, refer to your benefits certificate to determine if your treatment or medication is covered.

**Repeat your understanding of the diagnosis or treatment** – By telling your doctor what you are hearing him or her say, you can eliminate misunderstandings before they turn into serious problems.

<sup>1</sup>Source: *The Quality Letter*, January 1999

## Need bankcard help?

If you're one of the 1,865 merchants who utilize SDRA's outstanding bankcard processing program and you need assistance, here are the numbers to call:

### Questions on terminal use

1-866-236-7358

### Questions on deposits & statements

1-800-334-1941

### To order supplies

1-800-803-3240

### Visa MasterCard

### authorizations

1-800-525-5093

### Discover authorizations

1-800-347-1111

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Aberdeen 605-225-7912  
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## SDRA group health members have **FREE** eye care coverage

South Dakota Retailers Association members enrolled in one of the Association's endorsed health plans through Wellmark Blue Cross Blue Shield will receive eye care coverage through EyeMed Vision Care effective October 1<sup>st</sup>. This coverage is sponsored by SDRA, and is **provided at no cost to SDRA members participating in the Association's endorsed health care plan.**

All covered owners and employees have received EyeMed Vision Care identification cards and a listing of the vision providers in their area along with a detailed description of benefits covered by this plan and how to access the benefits.

If your eye care provider is not on the list provided and would like to join the network, they can do so by calling 1-888-581-3648 and speaking to an EyeMed Provider Relations Specialist.

If you have any questions regarding this free membership service, call Boots at the SDRA office at 1-800-658-5545. Provider and benefit information is also available at [www.eyemedvisioncare.com](http://www.eyemedvisioncare.com).



## When reprimanding employees...

- Don't start with anger. Wait until you've cooled down to talk to them.
- Whatever you do, don't "chew out" your employees in front of customers or other employees. Reprimands should be handled quietly and in private.
- Separate behavior from the person. A bad performance or bad decision doesn't make the individual bad.
- Explain the problem. Don't lash out; explain it in a reasonable manner.
- Don't assume that your firm's values are clear. Some people have gaps in what's morally right and wrong.
- Focus on solutions. Explain the preferred method of handling the situation in question.
- Try to mend the problem. If the mistake can be fixed, figure out how with the employee.
- Accept apologies, but make it clear that the problem must be corrected.
- Avoid repetition.
- Remind them of their positive points, and let them know that this setback can be reversed for future success.

—adapted from *Food Industry News*, September 2001

## Scam ALERT

**1** Reports have surfaced in western states of scammers who ask busy cashiers to change a \$100 bill for two \$50 dollar bills. After the cashier takes the money and gives back two \$50's, the scammer turns away briefly, then turns back to the cashier, showing that he has only received a \$50 and a \$20.

The busy cashier usually takes back the \$20 and gives the scammer another \$50.

It's important to train clerks in proper money handling procedures.

- A** Keep the cash you have been given in plain view.
- B** Recite the bill denomination when you accept it.
- C** Recite the denominations of the bills you are giving back to the customer.
- D** If any discrepancy arises have the cashier call a manager.
- E** Suggest you will have to wait until the morning and have the accountant check the till to find out if the cash drawer shows an overage.

**F** If all else fails, offer to get the police involved - to check whether the clerk's fingerprints are on the \$20 bill, for instance! This usually discourages the real criminals.

**2** Several states have received complaints from businesses regarding Canadian telemarketers who bill businesses for office products without the purchasers' authorization. Two specific companies — World Wide Source ("WWS") and Merchant Product Services ("MPS") — have been the subject of numerous complaints.

WWS, a/k/a Ameri-Source, sells a directory called the "American Business Index" for \$399.95. The script leads many customers to believe the company offers Yellow Pages renewals. MPS, which sells ribbon and paper for credit/debit card machines, has misrepresented itself to be a manufacturer's rep checking on whether the potential customer's machine is working. The price of the supplies, which is not disclosed on the call, is 5 to 11 times the cost of comparable products.





# Hospitality NEWS

A publication of the South Dakota Retailers Association Hospitality Division

October, 2001

## Leisure industry braces for possible slump

Lodging and leisure companies are facing the prospect of a deeper downturn in the aftermath of the September 11 terrorist attacks, as travelers stay home where they feel it is safer. Hotels reported large numbers of cancellations during the week following the attack, and some hotel managers are prepared for a downturn that lasts as long as a year. Officials hope pleasure travelers will return to the air when they see that new security precautions are in place.

As some jetliners took to the skies again after an unprecedented 2-day shutdown, the travel industry began to gingerly measure the financial toll from the nation's worst-ever terrorist attack.

With jetliners grounded, losses rippled through the travel economy as a nation on the go lurched to a standstill.

Hotels endured a raft of last-minute cancellations. Cruise ships stayed tied to the dock. Car rental companies at major airports ran out of vehicles as frustrated travelers drove them

**IMPACT**, continued inside

## Managing the new breed of employee

—condensed from an article by Jenny Hedden in *Generations: A Newsletter for Managers*

Do these scenarios sound familiar to you? You hired a new employee who never showed up to work. Or you have an employee who consistently shows up late. Or possibly you have an employee who has been working at your business for several months and one day fails to show up to work at all. But the following Monday the truant employee returns, still expecting to have a job.

Claire Raines, an organizational consultant in Denver and co-author of *TWENTYSOMETHING: Managing and Motivating Today's New Work Force*, cites such scenarios as common complaints expressed by her hospitality clients. The bad news: Every time a business loses an employee, the high cost of recruiting, hiring and training a replacement eats into the profit margin.

Generation-X employees may be some of the hardest working, most loyal, most technoliterate employees you have ever hired—if you learn how to bring out the best in them.

### X marks the generation

Who are we talking about when we say "Generation X"? This generation is known by a variety of labels: twentysomethings, baby-busters (since they are one of the smallest demographic generations), post-boomers, and slackers (referring to their alleged lack of a work ethic).

Depending on who you ask, Generation X includes people born between 1965 and 1985, or those born between 1960 and

1980—nobody is quite sure where to draw the demographic boundaries. But it is commonly agreed that people in this generation were shaped by significant social trends and cultural events that occurred during their first 20 years. These experiences imbued Generation X with an entirely different set of goals and values than their baby-boomer managers.

Generation Xers appear reluctant to commit—whether it's to a career or marriage; they strive for balance between their professional lives and their personal lives; they have eschewed the materialism that came to define the baby-boomers; and they are masters of change and technology. They expect to have fun on the job, be included in corporate decision-making, and be given the opportunity to learn new skills and tackle new challenges.

They want to do meaningful work, continue to learn and grow, be able to make a contribution, and be treated like an intelligent individual. That means taking your employees seriously and listening to their ideas.

### You need them

Raines asserts that this generation will be the primary supply of new labor for the next 10 years. Effective management of Generation-X workers is "the only way you're going to be able to make your business survive, let alone thrive," she says.

Although baby-busters can be frustrat-

**GEN X**, continued inside

ing employees, they do bring certain advantages to the workplace. One is their comfort with technology, which is a huge asset as retailers increasingly depend on computers to schedule employees, track inventory and purchases, and update finance and accounting records. Young employees are able to grasp the technology much more quickly, which means a much shorter learning curve.

## **X-er work ethic**

Baby-boomer managers tend to have many complaints about their Generation-X employees, but the most common complaint focuses on a perceived lack of a work ethic. However, Raines says, "It's not a matter of no work ethic, it's a matter of a different work ethic."

Twenty-somethings feel it's important to carve out time for relationships with family and friends and pursuing outside interests—and that takes precedence over careers.

This need to guard personal time can lead to scheduling conflicts. Those conflicts can lead to lateness and absenteeism—two other common complaints leveled against Generation-X workers—if the manager remains unyielding.

The way they work is also sometimes baffling to operators and managers. Quite simply, twentysomethings want to have fun on the job. In fact, Raines says that managers report that fun seems to be these young workers' first priority.

Although managers complain about the lack of work ethic in today's workers, the Roper Center for Public Opinion Research in Storrs, Connecticut, found that 87 percent of twentysomethings were satisfied with their job demands, 87 percent felt a strong sense of loyalty to their employers and 69 percent believed that people advance by their own hard work. But for a manager struggling to get his mostly twentysomething crew to show up consistently and on time, that may be hard to believe.

Another bewildering characteristic that employees from this generation exhibit is their refusal to bow to authority. "Younger workers will not respect you just because you're the boss," says Raines. "They want to know why they're being asked to do things. They question authority, and they have a disregard for hierarchies."

It is essential to make them understand the why behind what you're requesting them to do, even if it's wearing a uniform. An employee who doesn't understand that concerns for safety and appearance make wearing a uniform necessary may rebel against wearing it at all. A savvy manager can defuse that situation by explaining to the employee why the uniform is required, or even organizing employee focus groups to discuss alternative uniforms that still meet safety and appearance standards but are more comfortable to wear.

## **Old style management doesn't work with this group**

What do these twentysomethings want? You may be at the end of your rope trying to get your baby-buster employees to comply with your operation's policies, but realize that the old-style management technique of "my way or the highway" is not effective with this generation; they will opt for the highway.

Among the strategies that seem to help: training programs that incorporates videotapes, simplified manuals, designing flexible schedules, listening to employee feedback, rewarding employees for exceptional work and promoting qualified employees.

Whether the problem is lateness, absenteeism or reluctance to wear a uniform, what works is talking to your twentysomething employees. Involve them in the decision-making process, and let them know that you're willing to listen to their ideas. Listening is an extremely powerful management tool.

## **The Seven X Requisites**

Raines conducted focus groups with twentysomething employees in five cities across the United States and discovered what they wanted from their managers. Astonished by the consistency of their responses, she coined the term "X Requisites" to describe what Generation Xers desire from the workplace. Here they are:

### **1 Appreciate us.**

Reward-and-recognition programs are great, but if they aren't supported by management's sincere attitude of appreciation, they are meaningless.

### **2 Be flexible.**

Effective managers administer policies and schedules with regard for how they affect each individual.

### **3 Create a team.**

Many twentysomething employees did not grow up in close-knit families, so they seek to find family on the job—a group of people who support and encourage each other.

### **4 Develop us.**

Baby-busters see themselves as marketable commodities. Effective managers make sure that they are gaining new knowledge and skills, which will make them more marketable.

### **5 Involve us.**

People tend to do a better job when they feel they have ownership, and when they feel their opinions and ideas are valued. This is especially true of twentysomething employees.

### **6 Lighten up.**

Twentysomething employees want to have a good time. Fun on the job is a priority for them.

### **7 Walk your talk.**

Generation-X employees are keen observers, and they watch to see if managers practice what they preach.

## IMPACT, continued

home one way.

Making matters worse, jittery travelers mostly shunned airline reservations lines. But officials expressed hope that business and pleasure travelers will return to the air when they see new security precautions in place.

"We've never had a tragedy of this magnitude to the extent that what's going to happen is very uncertain," says Cathy Keefe, spokeswoman for the Travel Industry Association. But "travel is one of America's fundamental freedoms. Americans are incredibly resilient. We know travel and tourism will be facing challenges, but we'll come through it."

—from National Restaurant Association and USA Today

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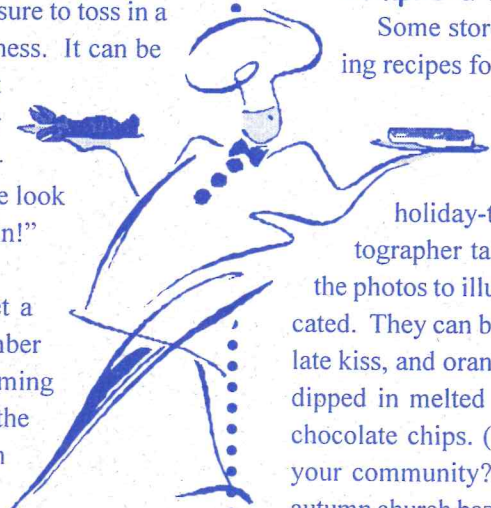
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## Doggie bag tips

- When customer's meal leftovers are placed in a doggie bag, be sure to toss in a flyer promoting your business. It can be a copy of your menu, a list of upcoming specials, or even just a "Thanks for dining at ABC Restaurant - we look forward to seeing you again!"

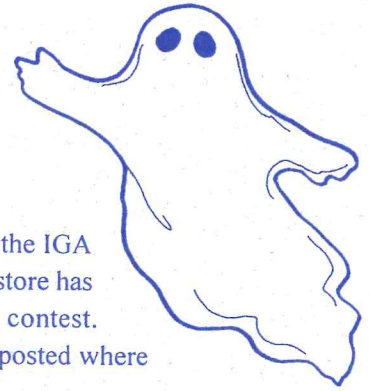
- You may want to get a flyer from your local Chamber of Commerce listing upcoming events, and include that in the bag. It will give out-of-town visitors a reason to stop back in again, and helps promote the community as a whole.

- You could consider having stickers printed up with re-heating instructions. One sticker could cover all the bases by including general refrigeration and re-heating instructions for several categories of food, such as Red Meat, Pasta, Fish, Poultry, etc.



## Get your grocery store in the Halloween spirit

—adapted from IGA Grocergram, Sept. 2001



### Costume contest

Halloween is both fun and profitable for the IGA Supermarket in Copiague, New York. The store has an annual employee Halloween costume contest. Every year, photos from previous years are posted where customers and employees can see them.

The store's sales increase by 50 percent on Halloween. Customers come to catch a glimpse of the employees' costumes. They receive free candy and an IGA balloon, which serves as a walking advertisement for the store. (If you don't have access to balloons with your store's name and logo, talk to your local printer or party supply retailer for information on obtaining personalized balloons).

Employees earn a trophy just for entering the costume contest. And anyone who shows up in costume gets their photo taken, knowing the picture will be posted in the store in coming years.

### Promote the baking aisle

Don't forget that people do a lot of baking around Halloween, for parties, school treats, and to give to Trick or Treaters. Your baking aisle should prominently feature recipes for Halloween cookies, cupcakes and cakes, encouraging customers to try their hand at baking fun treats.

### Compile a store cookbook for the holiday

Some stores put together their own seasonal recipe booklets, featuring recipes for holiday baked goods. Village Market IGA in Harrogate, Tennessee offers this type of booklet free every fall, and says customers ask for it and use it.

One idea: ask some customers to bake their favorite holiday-themed cookies, cakes and cupcakes, then have a local photographer take a photo of each cook with their baked goods, and use the photos to illustrate the cookbook. The recipes don't have to be complicated. They can be as simple as a witch's hat made from a cookie, a chocolate kiss, and orange frosting; or a ghost made from a peanut-shaped cookie dipped in melted vanilla chips, and decorated with eyes made from mini chocolate chips. (Don't know who makes decorated cookies and cakes in your community? One way to find out is to make the rounds of annual autumn church bazaars. Check out the baked goods section, then ask for names of the cooks who prepared holiday-themed baked goods).

If you do a cookbook, be sure the name of your store appears at the top or bottom of every page, so when people copy a recipe to give it to a friend, a little advertising goes right along with it.



train the

# Trainer



Proper alcohol sales techniques

## Why it's needed

When a clerk is caught selling alcohol to an underage buyer, the business will automatically lose its license to sell alcohol for two weeks unless the business meets certain criteria, including that the employee was trained and certified through a nationally-recognized program on the prevention of illegal sales of alcohol to underage people. The program must be approved by South Dakota's Revenue Department.

## SDRA's program

SDRA's Train the Trainer program has been approved by the state. Passing this program allows you to train your own employees as soon as you hire them, rather than waiting for a program to be presented in your area. We'll furnish you with the materials to properly train your employees, and show you how to use them. The videotape and CD Rom received as part of the training packet are aimed at off-sale establishments, but may also be used by on-sale licensees.

**AFTER TRAINING EMPLOYEES** you will give them a test, and mail that test to SDRA, along with a fee of \$5 per person trained. We will furnish a certificate to the employer showing names of trained employees, plus laminated cards for the employees. SDRA maintains a database of trained employees.

## Train the Trainer schedule

Wed., Oct. 31, 2001

Thurs., Dec. 6, 2001

The programs will be held from 1 to 5 pm Central Time at the South Dakota Retailers Association building in Pierre - at 320 E. Capitol Avenue, across the street to the west of the Capitol Building.

**Cost:** SDRA members may attend for \$150 per person / nonmembers \$200. Additional individuals from the same business may attend for \$50.

Seating is limited, so preregistration is required. Call SDRA at 1-800-658-5545 for more details.

Wanted: ServSafe Instructor for the Sioux Falls area.  
Call Boots at SDRA office, 1-800-658-5545.



Food safety training and certification

## ServSafe Schedule

All programs last from 8 am to 5 pm, followed by the test. Noon lunch is on your own. You should arrive 15 minutes prior to the class to sign in, and bring a number 2 pencil and photo ID.

**Sioux Falls**  
Sioux Vocational Services  
4100 S. Western  
(I-229 & Western)  
Wed., Oct. 24  
Wed., Dec. 5

**Pierre**  
Governors Inn  
700 W.  
Sioux Ave.  
Wed., Nov. 7

**Rapid City**  
Quality Inn  
1902 N.  
LaCrosse  
Wed., Oct. 10  
Thurs., Nov. 29

## Training & Certification

### Cost

\$80 per person SDRA members - price includes workbook  
\$130 per person Non-members - includes workbook

The course workbook (*which has a value of \$45*) will be mailed directly to the registrant shortly after SDRA receives the registration. The workbook should be studied before the seminar.

## Recertification (test only OR course+test)

### Without purchasing workbook:

SDRA Members: \$40 per person Non-members: \$70 per person  
This covers the cost of attending a regular 8-hour ServSafe program, taking the test, and receiving an update based on the 1999 FDA Model Food Code, but does not include a complete new ServSafe book. (Participants may choose whether to attend the entire 8-hour ServSafe program, or just take the test. The price is the same).

### With purchase of workbook:

SDRA Members: \$70 per person Non-members: \$100 per person  
This covers the cost of attending the regular ServSafe program, taking the test, plus a complete new ServSafe book (valued at \$45) with all recent code changes. (Participants may choose whether to attend the entire 8-hour ServSafe program, or just take the test. The price is the same).

### Pre-registration is required

Registration is required approximately 2 weeks prior to the seminar. For more information or to register for ServSafe, call SDRA at 1-800-658-5545.

# DRAKE,

continued from page 1

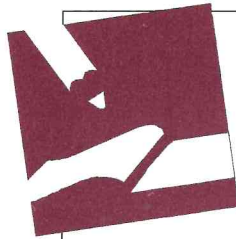
that way and I, like everyone, must come to grips with this horrific act.

One thing that terrorists hate and fear the most is "Business as Usual". As we struggle to come to grips with this traumatic event there are many ways to fight back, and for the majority of us, the best way to do that is to support our leaders and get back to our normal lives. We need to show the enemy that we are united, that disruption is not an option for the American people and that we will survive and come out of this even stronger.

**God Bless  
America!**

## Retailer of the Year Award nominations

The deadline to submit nominations for the 2002 Retailer of the Year Award is November 16 to be considered. For more information or to obtain a nomination form, call SDRA toll-free at 1-800-658-5545, or 224-5050 in Pierre, and ask for Donna.



## Organizing an employee handbook

If you're working on an employee handbook, there are a number of things you may want to include. The following list includes ideas from the National Retail Federation and other sources. It is not intended to be a complete or definitive list, and you may not want to include everything on this list. It is simply offered as a starting point.

### WELCOME & ORIENTATION

- a welcome letter
- a brief description of the company
- company objectives

### EMPLOYMENT POLICIES

- equal employment opportunity statement
- persons with disabilities/reasonable accommodations
- non-harassment policy
- nepotism policy
- definition of full-time and part-time employment
- pay day
- scheduling
- time clocks
- punctuality
- absences/excused absences
- overtime pay
- holidays
- meal time / breaks
- uniforms
- sickness
- injuries
- voting
- jury duty
- funerals/death of relative
- expense money
- probationary period
- appearance
- standards of conduct
- warnings/ written & verbal
- disciplinary actions & grievances
- problem-solving procedures

### PERSONNEL PROCEDURES AND PRACTICES

- promotions
- transfers
- commission & promotional money
- travel
- employee parking
- employee communications
- employee entrance & exit
- use of telephones
- store closings (emergency/weather)
- emergency procedures

- in case of accident
- safety requirements under OSHA - guideline (*note: for information about OSHA guidelines, contact OSHA in Bismarck at 1-800-473-7419*)
- personal property
- cash register
- housekeeping
- stockrooms

### EMPLOYEE BENEFITS

- vacations
- discounts
- charge accounts
- leave of absence
- sick leave
- maternity leave
- Family & Medical Leave Act (*employers with 50 or more employees within a 75-mile radius*)
- personal leave
- military leave
- benefits such as medical plan, profit sharing, pension plan, etc.

### GENERAL INFORMATION & STORE RULES

- refunds & exchanges
- customer returns - guidelines
- gift wrapping
- gift certificates
- deliveries, COD's, pickups
- lay-aways
- holding merchandise
- loans of merchandise
- foreign money
- lost and found
- warranties
- customer service policies
- mail and phone orders
- sales floor procedure
- professional selling
- marking merchandise
- check verification
- credit card approval
- supply requisition
- use of supplies
- operation and care of equipment

# Choosing an Affordable Health Care Plan for Your Employees is Easy.

Wellmark Blue Cross and Blue Shield of South Dakota works with the South Dakota Retailers Association to make choosing an affordable health plan for you and your employees easy. Just call one of the agents listed below. They are authorized to sell quality health plans designed especially for SDRA members. These agents can also show you a dental plan designed especially for SDRA members by Delta Dental Plan\* of South Dakota, and new group life, accidental death and dismemberment and short-term disability plans. They have the experience to help you find the right benefit plans that provide the peace of mind you expect from The Blues®.

**Philip H. Collins**  
**Fischer, Rounds & Associates**  
1423 N. Main, P.O. Box 820  
Mitchell, SD 57301  
996-7711 or 800-996-2555

**Ranny Duncan**  
**Baer's Insurance**  
123 E. Jackson Blvd.  
Spearfish, SD 57783  
642-4711 or 800-553-4711

**Gordon Hintz**  
**Dacotah Banks**  
320 Main Street, P.O. Box 910  
Mobridge, SD 57601  
845-3673

**Lonnie McKittrick**  
**Fischer, Rounds & Associates**  
125 E. Dakota, P.O. Box 218  
Pierre, SD 57501-0218  
224-9223 or 800-456-2603

**Dave Schmidt**  
**Dave Schmidt Insurance, Inc.**  
2620 Jackson Blvd., Suite F  
Rapid City, SD 57702  
342-5434 or 800-540-7258  
e-mail:  
dschmidt@rapidnet.com

**Pat Shriver**  
**Pat Shriver Insurance**  
1505 9th Ave. S., Suite B  
Watertown, SD 57201  
882-2806 or 800-532-7938

**Jannine Swingler**  
**Insurance Plus**  
405 NW 8th Ave., P.O. Box 1540  
Aberdeen, SD 57402-1540  
225-4270 or 800-456-5167



Blue Cross and Blue Shield of South Dakota

An Independent Licensee of the Blue Cross and Blue Shield Association

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

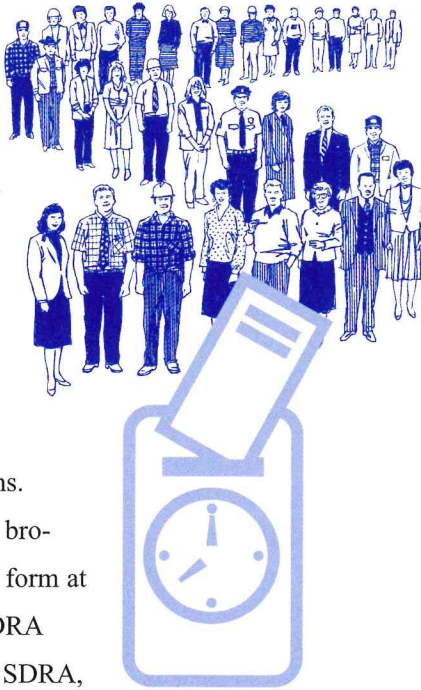
\* Wellmark Blue Cross and Blue Shield of South Dakota and Delta Dental Plan of South Dakota are separate corporations. Nothing contained in this ad shall be determined to constitute these corporations as partners nor be construed in any proceeding for any purpose whatsoever as to make either or both corporations liable for the debts or defaults of the other. Group life, AD&D & STD are available through our subsidiary Wellmark Benefit Consultants.

# SEMINARS, cont. from page 1

Subjects to be covered will include child labor laws, overtime pay requirements, salary vs hourly wages, what counts as "hours worked", recordkeeping requirements, and other federal labor laws.

Each person attending will receive a booklet containing information about labor laws, along with answers to common questions.

To register, use the registration form in the brochure you received in the mail - or fill out the form at right and send a check for \$10 per person (SDRA members) / \$20 per person (non members) to SDRA, PO Box 638, Pierre, SD 57501.



## Registration for Federal Labor Law Seminar

Name \_\_\_\_\_

Business \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

### Number of people attending:

- \_\_\_\_\_ Watertown (Oct. 9)
- \_\_\_\_\_ Chamberlain (Oct. 16)
- \_\_\_\_\_ Rapid City (Oct. 17)
- \_\_\_\_\_ Sioux Falls (Oct. 23)

### Cost:

\$10 per person for SDRA members

\$20 per person for nonmembers of the Association

### Amount enclosed:

\$ \_\_\_\_\_

**Mail this form with your check to:**

SDRA  
PO Box 638  
Pierre, SD 57501

## Have you returned your SDRA survey yet?



We're going to help our members make their presence known on the Internet - FREE.

SDRA is in the process of revamping our web site. Among the changes: we'll be adding an area where customers can locate member businesses by city or by type of business. The list - a sort of online Yellow Pages - will include the name of the business, the street address, and phone number. If a

business has a web site, we'll add a link to our site,

so customers can go directly from SDRA's web site to that of the business (this is optional for the business).

This list will feature SDRA members exclusively. There is no cost to members to be listed on our web site ([www.sdra.org](http://www.sdra.org)).

A questionnaire was sent to all SDRA members last month. It is very important that each member fill out the survey and return it to us as soon as possible.

If a member would prefer not to be listed on SDRA's web site, we still want to receive the completed survey, so we can make sure our membership records are correct. (There is a box to check indicating whether a business wants to be listed on the web site). If you didn't receive a survey, call us at 1-800-658-5545.



*Jerry Wheeler  
(fourth from right),  
executive director of  
SDRA, with  
Farmers agents*

## Farmers is a leader in insuring association members

Because of Farmers' long history of providing business insurance for associations, SDRA's endorsement of Farmers was a natural step for the association.

### Cost savings

Our expertise in loss control, claims handling, managed care and underwriting allows us to offer excellent group programs with significant savings to members.

### A complete program

Farmers Workers' Compensation is a complete program with a wide variety of Value-Added services. Our many dedicated, professional agents located throughout the state are on hand to answer your insurance questions.

### Value-Added services

- Farmers Care® – Our medical and disability management program
- Dedicated claims representatives handling only Workers' Compensation claims
- Same-day claims contact
- Red Flag fraud fighting
- Specialized Workers' Compensation Association Department
- A variety of payment options

# Farmers® Workers' Compensation Program for South Dakota Retailers Association Members

## The South Dakota Retailers Association

Our Workers' Compensation program with Farmers promotes safety in the workplace. In addition to the savings in production costs through fewer lost work-hours, you get a substantial savings in the cost of your Workers' Compensation insurance.

Call us today – Find out how we can help you

**(605) 224-5050**

**Toll free: (800) 658-5545**

**Fax: (605) 224-2059**

### Other products and coverages

In addition to Workers' Compensation, Farmers offers many other excellent products for your protection. These include an excellent Restaurant Program as well as Employment Practices Liability Insurance.

Claims Management

Team Service

Loss Control

Farmers Care®

*Association members and Farmers – working together for a safer and more productive tomorrow*

This is a general description of the program, not a policy contract. The policy itself should be read for your actual coverages and exclusions. The Association and Farmers are separate entities and are not affiliated with each other.



**FARMERS**  
BUSINESS INSURANCE

Gets you back where you belong.®



your job that you don't like. I don't think that there are too many of us that love every minute of what we do.

The problem with a monthly column is that time flies by so fast that it seems as if you are writing a new column every day. The other problem that exists for me is I kind of need to be in the right mood, a writing mood, before I can really get going. Then when I procrastinate and don't get my column written in time and I just sort of brush up against the publisher's deadline, our Communications Director, Donna Leslie gets real cranky. However, I don't get too shook up about that because I get the same treatment at home when I am not on time. From many years of experience, I have learned how to just kind of let it roll off like water off a duck's back.

One thing that does encourage me to write is when something comes along that fires me up or someone engages me in a subject that I feel strongly about. Both of these came together this week when I was reviewing the surveys that our Marketing Representatives complete when they call on SDRA members. One of our retail members when asked a question about retail issues that will surface during the 2002 South Dakota Legislative Session, responded "it doesn't matter to me because the Legislature does not affect my business." Say what? Hello? Is anybody in there?

This person, member or not, must be living under a rock. The Legislature does affect his business. Think about it and let me count the ways. First the obvious: an income tax would suck the money right out of his wallet; second, what about an increase in the state or municipal sales tax that would put him at a disadvantage in competing with retailers in neighboring communities or states, What about an increase in Unemployment Insurance or

Worker's Compensation Insurance premiums? What about the passage of more employee benefit mandates; that doesn't cost him anything? He must not know that it is the Legislature that sets the state minimum wage and tip credit. Who does he think sets the property tax rates?

These are the obvious issues that SDRA lobbies against in every Legislative Session.

Now let's talk about some not so obvious issues that SDRA has accomplished for its members through the legislative process. Who does Mr. Under the Rock think passed the Bad Check laws, the Shoplifting laws, the Taxpayers Bill of Rights, and the employee theft law, and what Association stopped legislation requiring retailers to charge sales tax on interest and late charges? Which association passed legislation exempting from sales and use tax the discount fee charged to merchants when a customer pays with a credit card, and what Association led the charge on a Constitutional Amendment requiring the Legislature to have a 2/3 majority vote to enact a new tax? Who does he think periodically passes legislation to increase the Small Claims Court limit so retailers do not have to spend a lot of money on attorney fees and the list goes on. Bottom line—any businessperson that thinks the Legislature does not affect his business should be living on another planet.

The other retailer that really fired me up was a non-member from Sioux Falls who told me that he does not need to belong to SDRA because he belongs to the Sioux Falls Chamber of Commerce. What nonsense! This guy needs to go live with the other guy on another planet, or maybe Disney World. Retailers should belong to both their local Chamber of Commerce and the South Dakota Retailers Association.

The statement the Disneyland guy

made would be like me saying I do not want to pay dues to the Humane Society because I am already a member of the Elks. As a matter of fact, it kind of reminds me of the old story about the retailer who would never join the Retailers Association. However, he told his wife that when he dies he wants only members of the Retailers Association as Pallbearers at his funeral. She said why would you want that — you were never a member of the Association. He replied, those guys have carried me this far; they just as well carry me the rest of the way.

Chambers of Commerce are great organizations and we work closely with all of them. We always encourage retailers to join their local Chamber. However, we should realize that both organizations have a job to do and their purpose is entirely different than ours. All you have to do is read the Mission Statement of a Chamber of Commerce which generally says something like: "The \_\_\_\_\_ Chamber of Commerce is organized to advance the agricultural, commercial, industrial and civic interests of the city of \_\_\_\_\_ and surrounding region." The SDRA Mission Statement, on the other hand, reads: "To unify, protect, educate and lead the retail community and strive to enhance the business climate in South Dakota to enable retailers to better serve consumers."

While Chambers represent all types of businesses in their city (banks, hospitals, power companies, manufacturers, etc.), SDRA specifically zeroes in on retailers who sell goods and services to the consuming public. As a matter of fact, SDRA has three full time lobbyists totally devoted to representing retailers in the Legislature. All of our publications, seminars and training programs are for retailers. Our library of training materials and our toll free 800 number are there just to

WHEELER, continued on page 15

## Taxable Sales for Returns Filed in July 2001 and 2000

### Selected cities in South Dakota

(In \$000's)

CITY	2001	2000	% change
Sioux Falls	246,544	257,940	-4.4
Rapid City	147,580	142,932	3.3
Aberdeen	42,628	41,980	1.5
Watertown	38,963	36,379	7.1
Mitchell	31,274	29,209	7.1

CITY	2001	2000	% change
Yankton	22,736	21,802	4.3
Brookings	22,641	22,958	-1.4
Pierre	19,850	20,341	-2.4
Spearfish	15,972	16,475	-3.1
Huron	15,168	14,769	2.7

CITY	2001	2000	%
Alcester	\$328	\$602	-45.5
Alexandria	\$330	\$353	-6.5
Arlington	\$837	\$895	-6.5
Armour	\$604	\$602	0.3
Avon	\$466	\$595	-21.7
Baltic	\$379	\$424	-10.6
Bath	\$931	\$915	1.7
Belle Fourche	\$6,474	\$5,592	15.8
Beresford	\$2,837	\$2,835	0.1
Big Stone City	\$551	\$833	-33.9
Bison	\$457	\$448	2.0
Black Hawk	\$1,727	\$1,402	23.2
Blunt	\$301	\$338	-10.9
Bowdle	\$701	\$599	17.0
Box Elder	\$970	\$752	29.0
Brandon	\$4,648	\$4,131	12.5
Bridgewater	\$334	\$241	38.6
Bristol	\$179	\$298	-39.9
Britton	\$2,187	\$2,183	0.2
Bryant	\$452	\$484	-6.6
Buffalo	\$562	\$460	22.2
Burke	\$869	\$896	-3.0
Canistota	\$437	\$363	20.4
Canton	\$2,335	\$2,589	-9.8
Castlewood	\$289	\$375	-22.9
Centerville	\$354	\$369	-4.1
Chamberlain	\$4,515	\$5,201	-13.2
Clark	\$1,603	\$1,660	-3.4
Clear Lake	\$1,923	\$1,917	0.3
Colman	\$2,385	\$2,292	4.1
Colton	\$675	\$497	35.8
Corsica	\$1,133	\$1,601	-29.2
Custer	\$8,162	\$8,267	-1.3
Deadwood	\$5,788	\$5,486	5.5
Dell Rapids	\$2,228	\$2,211	0.8
Desmet	\$1,539	\$1,503	2.4
Doland	\$183	\$86	112.8
Dupree	\$393	\$239	64.4
Eagle Butte	\$1,541	\$1,309	17.7
Edgemont	\$336	\$466	-27.9
Elk Point	\$1,158	\$1,232	-6.0
Elkton	\$472	\$382	23.6
Emery	\$178	\$224	-20.5
Estelline	\$348	\$344	1.2
Eureka	\$1,012	\$891	13.6
Fairfax	\$279	\$260	7.3
Faith	\$670	\$624	7.4
Faulkton	\$907	\$828	9.5

CITY	2001	2000	%
Flandreau	\$1,263	\$1,295	-2.5
Fort Pierre	\$2,817	\$2,429	16.0
Freeman	\$1,993	\$2,229	-10.6
Garretson	\$1,345	\$1,304	3.1
Gary	\$257	\$231	11.3
Geddes	\$249	\$141	76.6
Gettysburg	\$1,947	\$1,854	5.0
Gregory	\$1,993	\$2,007	-0.7
Groton	\$1,805	\$1,475	22.4
Harrisburg	\$678	\$565	20.0
Hartford	\$1,108	\$1,253	-11.6
Hayti	\$444	\$234	89.7
Hecla	\$218	\$193	13.0
Herreid	\$675	\$578	16.8
Highmore	\$2,448	\$2,048	19.5
Hill City	\$4,076	\$4,488	-9.2
Hosmer	\$163	\$174	-6.3
Hot Springs	\$4,628	\$5,038	-8.1
Hoven	\$517	\$419	23.4
Howard	\$996	\$900	10.7
Humboldt	\$485	\$591	-17.9
Ipswich	\$1,096	\$1,050	4.4
Irene	\$816	\$938	-13.0
Isabel	\$360	\$292	23.3
Jefferson	\$257	\$252	2.0
Kadoka	\$983	\$1,054	-6.7
Keystone	\$5,345	\$5,573	-4.1
Kimball	\$1,036	\$889	16.5
Lake Andes	\$647	\$644	0.5
Lake Norden	\$269	\$214	25.7
Lake Preston	\$549	\$760	-27.8
Lead	\$2,462	\$2,464	-0.1
Lemmon	\$1,850	\$1,595	16.0
Lennox	\$1,263	\$1,298	-2.7
Leola	\$331	\$302	9.6
Madison	\$7,720	\$8,515	-9.3
Marion	\$2,604	\$2,458	5.9
Martin	\$1,881	\$1,607	17.1
Mcintosh	\$79	\$67	17.9
McLaughlin	\$533	\$487	9.4
Menno	\$824	\$704	17.0
Milbank	\$6,931	\$5,550	24.9
Miller	\$2,911	\$3,554	-18.1
Mission	\$1,911	\$1,691	13.0
Mobridge	\$5,403	\$5,206	3.8
Murdo	\$1,657	\$1,624	2.0
New Underwood	\$299	\$357	-16.2
Newell	\$821	\$770	6.6

CITY	2001	2000	%
North Sioux City	\$6,722	\$10,545	-36.3
Oacoma	\$1,880	\$1,540	22.1
Onida	\$917	\$961	-4.6
Parker	\$695	\$647	7.4
Parkston	\$1,597	\$1,713	-6.8
Philip	\$2,391	\$1,928	24.0
Piedmont	\$732	\$929	-21.2
Pine Ridge	\$928	\$866	7.2
Plankinton	\$676	\$590	14.6
Platte	\$3,211	\$2,960	8.5
Pollock	\$324	\$294	10.2
Presho	\$335	\$411	-18.5
Redfield	\$3,349	\$3,139	6.7
Roscoe	\$574	\$438	31.1
Rosholt	\$557	\$535	4.1
Salem	\$2,061	\$1,939	6.3
Scotland	\$550	\$589	-6.6
Selby	\$1,066	\$841	26.8
Sisseton	\$2,943	\$2,610	12.8
Springfield	\$596	\$1,251	-52.4
Sturgis	\$8,108	\$7,764	4.4
Tabor	\$581	\$606	-4.1
Tea	\$2,451	\$2,567	-4.5
Timber Lake	\$299	\$441	-32.2
Toronto	\$298	\$334	-10.8
Tripp	\$337	\$541	-37.7
Tyndall	\$928	\$793	17.0
Valley Springs	\$198	\$275	-28.0
Vermillion	\$8,041	\$5,139	56.5
Viborg	\$652	\$588	10.9
Volga	\$763	\$658	16.0
Wagner	\$2,794	\$2,734	2.2
Wall	\$5,598	\$5,961	-6.1
Waubay	\$369	\$287	28.6
Webster	\$2,683	\$2,921	-8.1
Wessington Spring	\$1,002	\$964	3.9
White Lake	\$320	\$311	2.9
White River	\$330	\$368	-10.3
Whitewood	\$779	\$827	-5.8
Wilmot	\$562	\$509	10.4
Winner	\$6,002	\$6,054	-0.9
Woonsocket	\$859	\$858	0.1

**STATE TOTAL:** \$1,047,589 (2001) - \$1,007,228 (2000) = 4.0% increase

*Figures compiled by SD Dept of Revenue*

The dollar amounts in this report are a result of the gross sales plus use taxable items less the deductions that are allowed on the SD sales and use tax return.



### Business For Sale

▼ Amoco branded service station with two service bays, two carwash bays, three fuel islands. Near Oahe reservoir. Contact Vince at Maher Amoco, 502 N. Main, Mobridge, SD 57601 or call (605) 845-7898 or 845-2256.

▼ Mr. T's Sports Bar & Grill, located in Watertown Mall. Serious inquiries only. Call (218) 233-0430.

### For Sale

▼ Taylor Heat Treat, 4 flavor, softserve ice cream machine. Model #756-27. 208/203 volts. Price: \$8,000 or best offer. Call (605) 343-1966, extension 115 (Rapid City).

▼ Lozier & Street gondola, 4-foot runs with shelves; less than 1/4 retail price. Contact Dollar, Etc. at PO Box 5103 in Sioux Falls at (605) 338-1800, extension 250, 253 or 256.

▼ Taylor single flavor soft ice cream machine, Model 152. Price: \$1,200. In excellent condition. Contact Mark at the Ampride in Wessington Springs at (605) 539-1666.

▼ Mitel Super 10 Super Switch 16 extension Motel Phone System. Price: \$500. Contact Big Stone Motel in Big Stone City at (605) 862-8118.

▼ Retail clothier display racks: solid oak 4-way bases with stainless steel arms, stainless steel 4-way and 2-way racks, rectangle and round tubing and brackets for metal wall strips, metal display forms, metal and plastic sign holders, and hangers. Call 1-800-704-7656 (Huron) and leave a message for Scott or Cindy.

▼ Giant Christmas stocking for outdoor display. Stands 9 feet tall, is 8 feet across the bottom. Metal infrastructure is covered with chicken wire, red felt, white felt, and 1,200 lights. Price: \$100. Contact Pat Landstrom at Potter Shoes in Huron at (605) 352-2887.

▼ Two 6-foot jewelry cases: \$150 each or \$250 for both. Contact Shirley in Rapid City at (605) 343-4267.

## List it in Swap Shop

Swap Shop is free for SDRA members. Send information to: SDRA, PO Box 638, Pierre, SD 57501 - or - fax it to SDRA at (605) 224-2059 - or - e-mail the information to [dleslie@sdra.org](mailto:dleslie@sdra.org) - or - call SDRA toll-free at 1-800-658-5545. Information must reach SDRA by the 15th of the month to appear in the following month's newsletter.

Want to (circle one): Buy Sell Trade  
Description of Item: \_\_\_\_\_

Want to (circle one): Buy Sell Trade  
Description of Item: \_\_\_\_\_

Name of business: \_\_\_\_\_  
Name of contact person: \_\_\_\_\_  
Business address: \_\_\_\_\_  
Town: \_\_\_\_\_ Zip \_\_\_\_\_  
Phone number: \_\_\_\_\_

Swap Shop is intended to help stores find or dispose of used retail fixtures and equipment. Existing retail businesses which are for sale as a business may be listed in Swap Shop if the business owner provides the listing to SDRA, and is a member of the Association. *Among items not eligible to be listed:* Services, insurance, vehicles (unless they are specialized for commercial retail use), retail goods, non-retail buildings, non-retail real estate, spec buildings, rental property, or property for lease.

*For a complete list of Swap Shop guidelines, call SDRA at 1-800-658-5545*

## WHEELER, cont. from page 13

answer business questions and questions about laws and regulations from retailers. Our Scholarship Program is designed just to attract high school, trade school and college students to seek careers in the retail industry.

Our SDRA Services Corporation was established just to serve retailers by offering group purchasing power so our members can buy goods and services at discounted prices. I am talking about Group Health Insurance, Dental Insurance, Credit Card Processing, Disability Insurance, Long Distance Calling, Workers' Compensation Insurance, Pension and Retirement, Check Collection & Verification, Supplemental Employee Benefits, Vision Insurance, Restaurant Business Owners Policy, Employment Practices Liability and more.

In summary, nobody works as hard for retailers as we do. Regardless of what SDRA members or non-members say, we are proud of the job we do and we are proud of the retail industry and the fine people we represent. And we will leave the light on for you.



## LOOKING BACK. MOVING FORWARD.

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## Reservists' Rights under the Uniformed Services Employment and Reemployment Rights Act (USERRA)

Now that President Bush has authorized the calling up of military reserves in response to the attack on our nation by terrorists, employers need to know the Federal law governing reservists' rights to re-employment, benefits and related matters.

A summary of the applicable Federal law, the Uniformed Services Employment and Reemployment Rights Act of 1994 (USERRA) is available from SDRA at no cost to our members - call 224-5050 in Pierre, or toll-free 1-800-658-5545 to request the Reservists' Rights publication (ask for Donna).

The summary was prepared by Hal Coxson, a labor attorney in the Washington office of the Ogletree/Deakins law firm, and was furnished to SDRA by the International Mass Retail Association.

A more extensive Department of Labor (DOL) document, "A Non-Technical Resource Guide to the Uniformed Services Employment and Reemployment Rights Act (USERRA)," can be obtained from DOL's Veterans' Offices, or accessed through this website: <http://www.dol.gov/dol/vets/welcome.html>.

### SOUTH DAKOTA RETAILERS ASSOCIATION

Post Office Box 638  
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