



*schedule of activities*  
**Monday, January 7, 2008**

**11:00 am - 2:00 pm**

**Board of Directors  
Meeting & Working Lunch**

**2:00 - 2:30 pm**

**General Membership  
Annual Meeting  
Election & Annual Report**

Tom Morrison, Board President  
Shawn Lyons, SDRA Exec. Director

**2:30 - 5:00 pm**

**Legislative Briefing**

Shawn Lyons, SDRA Exec. Director

*Highlights of anticipated legislation  
which will impact SDRA members  
Open discussion by members, and action by  
Board of Directors on legislative issues*

**5:45 pm**

**Photo Session for:  
2008 SDRA Board of Directors  
Outgoing Board Members  
Award Recipient**

**6:00 pm**

**Social Hour**

**7:00 - 8:30 pm**

**Awards Banquet**

**Welcome  
Presentation of 2008 Officers  
Certificates of Election  
Outgoing Board Members  
Dinner  
Retailer of the Year Award  
Passing of the Gavel  
A Look Ahead**

Tom Morrison, SDRA Board President  
Shawn Lyons, SDRA Executive Director  
Tom Roberts, SDRA President-Elect

**8:30 - 9:15 pm**

**After Dinner Music**

Jim Szana Trio

**Tuesday, January 8, 2008**

**SDRA Board of Directors & Staff  
Continental Breakfast  
7:30 a.m.**

**SDRA Board of Directors & Staff  
Services Corporation Meeting  
8:00 a.m.**



# a look back at 2007

The year 2007 was a great year for the South Dakota Retailers Association. Our membership levels rose to an all-time high of 3,932 (in November), our services continued to grow and improve, we're on rock solid footing financially, and we can continue to boast of an experienced, professional staff.

When this organization was founded in 1897, the visionary men who started the group wanted to establish an organization that would protect them in the legislative process, help them with buying necessary services, and provide information that would help them in the day to day operation of their businesses.

On the following pages, you'll see that, after 111 years, we remain true to that vision, and that the South Dakota Retailers Association continues to be a vital partner for the retailers of South Dakota.

## 2007 Board of Directors



**President of the Board  
Tom Morrison**

JC Penney  
Rapid City

**President-Elect  
Tom Roberts**

State Publishing Co.  
Pierre

**Secretary-Treasurer  
John Meyer**

Office Products Center  
Winner

**Past President  
Terry Wilts**

Oreck Floor Care Center  
Sioux Falls



**Bill Anderson**

Anderson Furniture  
Huron

**DeLon Mork**

Dairy Queen  
Madison

**Mike Cole**

Lewis Drug  
Sioux Falls

**Jeff Nielsen**

Total Stop Food Store  
Canistota

**Rick Dockter**

Gator's Pizza Pasta & Subs  
Pierre

**Don Policky**

Big D Oil Company  
Rapid City

**Cliff Hadley**

The Clothing Company  
Huron

**Francie Ruebel-Alberts**

Glencoe Nation  
Sturgis

**Doug Hainje**

Dell Rapids Lumber  
Dell Rapids

**Tom Schmidt**

Variety Plus Radio Shack  
Chamberlain

**Jeff Jackson**

Wrangler Inn  
Mobridge

**James Siemens**

Hy-Vee Food Store  
Watertown

**Tracy Maine**

New Trends  
Aberdeen

**Paul Sinclair**

Liebe Drug  
Milbank

**Bill Meyer**

Meyer Hardware Hank  
Britton

**Dan Tribby**

Prairie Edge  
Rapid City

**Jim Mohs**

Sears  
Sioux Falls

**Paul Van Bockern**

Minerva's  
Sioux Falls



## the SDRA staff

The South Dakota Retailers Association has an experienced and dedicated team of employees who enjoy working together, and genuinely want to do a good job on behalf of the state's retail industry. Each person who works for the Association has talents that make them ideally suited to do a great job for our members. On these three pages, we introduce you to our staff.

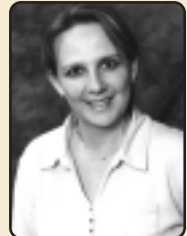


### **Shawn Lyons, Executive Director**

Shawn became Executive Director in April of 2006, after serving as the Association's Assistant Executive Director for a year. He oversees all aspects of the Association, is the organization's chief lobbyist, and works closely with state and national government agencies and business groups on behalf of our members.

### **Brenda Atkins, Administrative Assistant**

Brenda joined the SDRA staff in 2006. In addition to answering the phone and providing receptionist services, Brenda maintains our membership database, assists with billing of renewals, maintains the check log, and coordinates the office mail.



### **Jennifer Christensen, Marketing Representative**

Jennifer is one of our four highly-successful marketing representatives, who call on every member once annually, sign up new members, and help retailers with our services. Jennifer resides in Sioux Falls and calls on businesses in Lincoln and Minnehaha Counties. Jennifer joined our staff in 2005.



**Theresa Grenz, Education/Meetings/and Special Projects**

With the Association since 2003, Theresa coordinates our ServSafe (food service training) and alcohol training programs, plans Association meetings, works with our annual Golf Tournament to raise funds for our political action committee, and handles other special projects.

**Dana Haley, Marketing Representative**

is based in Mitchell, and works with members in the Mitchell, Vermillion, Yankton, Madison, and Pierre areas. Dana has been with SDRA since 2004.

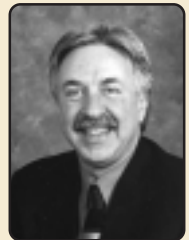


**Kay "Boots" Johnson, Membership & Member Services Director**

Boots has been with SDRA since 1980. She administers existing member services, works directly with our service providers, and is responsible for developing new services. Boots is a key part of the Association's management team.

**Vaughn Kary, Marketing Representative**

is based in Aberdeen, and is responsible for accounts in the Aberdeen, Milbank, Mobridge, Watertown, Huron, and Brookings areas. Vaughn has been a marketing rep for SDRA since 2003.





**Connie Kisecker, Bankcard Coordinator and Member Services Assistant**

Since 2002, Connie has been running the day-to-day aspects of the Association's credit card processing program, including handling applications from merchants, and providing friendly assistance to members on our bankcard program. Connie also works with our Member Services Committee.

**Donna Leslie, Communications Director**

Employed with SDRA since 1988, Donna produces the Association publications, answers member questions regarding retail laws and regulations, maintains the Association website, monitors legislative and election activities, assists with coalition activities, and oversees the Association's Scholarship program.



**Carol Nowak, Finance Officer**

Carol, who started with the Association in 1979, handles all billing and accounts receivable, oversees all purchases, handles payroll and accounts payable, prepares the annual budget, prepares invoices and member renewal statements. We kid Carol about her tight fist, but she is a major reason this Association is on such a solid financial footing.

**Shad Storm, Marketing Representative**

lives in Rapid City, and is responsible for our largest territory: all of West River. Shad has been an SDRA marketing representative since 2003.





## legislative & regulatory

Legislative and regulatory issues are the primary focus of the South Dakota Retailers Association. We have built a solid reputation on legislative issues, and have played a role in helping to elect lawmakers who are supportive of the free enterprise system.

### Legislative Team

We are the only state association in South Dakota with three lobbyists working full time on behalf of retailers. Assisting Shawn Lyons at the Capitol are Pierre attorney Ron Olinger, now in his eighteenth year of lobbying for the Association, and Spearfish attorney Jim Hood, who is entering his eleventh year on SDRA's lobbying team.

Jim is a former legislator, and served as Speaker of the South Dakota House of Representatives.



Ron Olinger



Jim Hood

### Legislative Session

The 2007 State Legislative Session was kind of a mixed bag for the retailers of South Dakota. We had a few disappointments, but we also won some very important victories.

Of the 7 bills we actively supported, the Legislature and Governor approved 4. On the other hand, all 16 of the bills we actively opposed were killed.

We also kept an eye on hundreds of other bills that had the potential to affect our members in one way or another.

During the 2007 State Legislative Session, SDRA arranged for most of our Board



Governor Mike Rounds met with a group of SDRA Board Members at the Capitol, including John Meyer, Rick Dockter, Dan Tribby and Jerry Scriver.



Attending the meeting with the Governor were (from left) Dan Tribby, Tom Morrison, Mike Cole, Jeff Jackson, John Meyer, Tom Roberts, Paul Van Bockern, Paul Sinclair, Rick Dockter, Terry Wilts, Jerry Scriver, and Shawn Lyons.

South Dakota Unemployment Insurance Advisory Council

- met with the Attorney General's staff regarding retail-related legislation expected to be introduced during the 2008 Legislative Session. We also discussed consumer protection issues.

## Zaniya Task Force

SDRA Member Services Director Kay "Boots" Johnson served on the Zaniya Health Care Task Force. Boots, along with Executive Director Shawn Lyons, President Elect Tom Roberts and Past President Clark Sinclair participated in

Members to meet with Governor Mike Rounds to discuss concerns the Association had about several proposals under consideration by the Legislature.

## Interim Committees & Regulatory Meetings

SDRA also represents members on legislative and regulatory issues throughout the year. Among our activities during 2007, we:

- attended Workers Comp Advisory Council meetings and rate hearings
- participated in Department of Revenue & Regulation rules hearings
- participated in interim legislative hearings on property tax reform
- participated in a legislative agency review of the Department of Revenue
- participated in meetings of the Attorney General's Government Openness Task Force
- participated in meetings of the

meetings of the Task Force.

## Washington, DC

In addition to keeping up with state legislative and regulatory issues, SDRA also stays on top of national issues which impact our members. Executive Director Shawn Lyons, Board President Tom Morrison and President-Elect Tom Roberts traveled to Washington, DC to participate in the National Retail Federation's Washington Leadership Conference, and to visit with South Dakota's Congressional Delegation regarding retail issues.

## Coalition for Responsible Taxation

SDRA continues our participation in the South Dakota Coalition for Responsible Taxation (SDCRT). SDRA Executive Director Shawn Lyons serves as President of the Coalition. This 16-year-old grassroots group is composed of business and agricultural organizations who share a common interest in making sure that South Dakota's tax structure remains stable, fair, and affordable. The Coalition has been very successful in the South Dakota Legislature and has won two major statewide ballot issues.



**Neil Trautwein of the National Retail Federation addresses South Dakota's Zaniya Health Care Task Force.**



**SDRA Past President Clark Sinclair of Madison (center) serves on the Zaniya Health Care Task Force and the Governor's Health Care Commission.**



**State Rep. Joel Dykstra and Lieutenant Governor Dennis Dugaard met with SDRA's Board of Directors in June to discuss the Zaniya Health Care Task Force.**

## Political Action Committee

SDRA's political action committee (SDRA PAC) was established in 1992 and has grown at a fast rate in the years since. Our political action fund now ranks in the top tier of PACs in the state. Funds for SDRA PAC are raised through our annual golf tournament, a newly-established annual pheasant hunt, and through contributions from members. The funds are used to help support stronger legislative advocacy efforts on behalf of retailers, through contributions to the campaigns of pro-retail candidates for the State Legislature.

## Other issues

SDRA's staff stays on top of numerous state and federal issues through participation in meetings and conference calls. Among the issues we worked on with our national groups during the past year:

- Immigration reform
- Data breach
- Average manufacturer's price
- Pharmacy pedigree legislation
- Organized retail crime
- Sales tax streamlining



At SDRA's 2007 Annual Meeting, Maureen Riehl of the National Retail Federation provided an update on national sales tax streamlining efforts, and shared details of a national study of how much it costs retailers to collect taxes for state and local governments.

## And here we are again...

In early December of 2007, SDRA's Legislative Committee gathered in Pierre to take a look at more than two dozen retail issues which are likely to be considered during the 2008 State Legislative Session.

Legislative Committee members pictured (from left): Shawn Lyons, DeLon Mork, Jeff Jackson, James Siemens, Ron Olinger, John Meyer, Mike Cole, Terry Wilts, Tom Morrison, Tom Roberts, Paul Van Bockern, and Doug Hainje.





## member services

One of the main reasons businesses join our Association is for our excellent services.

Through group buying, we're able to provide big savings for our members. Here is a brief summary of our services.

### **Credit card processing**

Over 1,600 SDRA members process credit cards from Visa, MasterCard and Discover through our program. Element Payment Services offers low processing rates for SDRA members, in addition to great customer service. Annual volume has now topped \$170 million. This is the most popular program we offer.

### **Business Insurance Program**

SDRA has been working with the Farmers Insurance Group since 1991 when the Association endorsed the Farmers Workers Compensation Program for its members. In 1998 a Restaurant Package with coverages specific to the restaurant industry was added for SDRA's restaurant members. This program is very popular with SDRA members. A program to meet the retirement needs of SDRA members was endorsed in 2001. In 2002, SDRA added a Property and Casualty Program to complete the package. All of these programs are offered by Farmers Small Business Solutions.

### **Group Health Insurance**

Our group health insurance program through Wellmark Blue Cross Blue Shield is another popular service. More than 950 companies are enrolled in one of our plans. Annual premiums are over \$28 million.

### **Gift Card Program**

SDRA now offers a gift card program through Element Payment Services for all members that are currently processing credit cards with SDRA. The program is flexible, fast and simple with two packages to choose from to fit the needs of the small and large retailer. The program has a flat monthly fee rather than per transaction fees, so merchants know the exact cost of the program up front.

## Eye Care Insurance

SDRA members enrolled in one of the Association's endorsed health plans receive an eyecare benefit through EyeMed. The premiums for this eyecare benefit are sponsored by SDRA to provide an enhancement to the Association's current group health insurance plan through Wellmark Blue Cross Blue Shield.

## Local & Long Distance

SDRA offers its members local and long distance telephone service through OrbitCom. Long distance and 800 rates for SDRA members in Qwest territories are 5.9¢ per minute, and 9.9¢ per minute in independent territories. The cost of a local line in a Qwest territory is only \$24.95. There are no activation fees, and OrbitCom offers a 30-day guarantee. OrbitCom offers good old-fashioned South Dakota customer service, meaning when you call with questions you will talk to a real "live person".

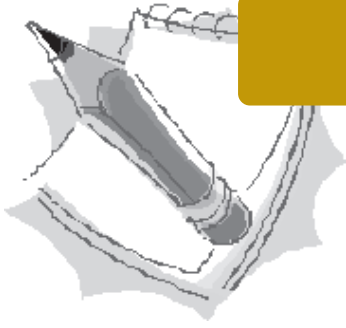
## Dental Insurance

SDRA's dental insurance program offered by Delta Dental of South Dakota may be purchased as part of an SDRA group health insurance package, or separately. SDRA's dental program is the best Delta Dental program in the state available to employers with less than five employees.

## Other Services

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- Group term life and short term disability, underwritten by Medical Life Insurance Company, and sold by Wellmark Blue Cross Blue Shield representatives
- Retirement plans for retailers and their employees, including the SIMPLE IRA that is easy to administer with few associated expenses
- Employee testing through the Pass III Data System
- Coupon processing services through the North Dakota Grocers Association
- Gift certificates



# information

Keeping SDRA members informed is an important aspect of our responsibilities as an Association. There are several ways we keep our members up to date on our activities, and the issues of which they need to be aware.

## Publications

- SDRA has been publishing a newsletter since 1899. The *Retail Prophet* contains answers to questions from retailers - information on legislative and regulatory issues - reports on taxable sales in the state - and updates on retail trends. Over 4,000 copies of our newsletter are mailed each month to members, lawmakers, state officials and to other organizations. In addition, it is e-mailed to members, and archived online.
- The *Legislative Bulletin* is published weekly during the Legislative Session. Through the *Bulletin*, members learn about the business issues being discussed by lawmakers, and they can track the bills which may impact their business. The *Bulletin* is also e-mailed to members, and is archived on our website.
- More than 7,000 copies of the *Legislative Lineup* are printed and distributed at the beginning of each Legislative Session. It features photos and information about each legislator, committee schedules, maps of the Capitol, and other important facts. We have been publishing these handy booklets since 1983.

## Retail Hotline

The Retail Hotline provides SDRA members with a toll-free number to call (1-800-658-5545) when they have questions on retail issues, laws or regulations, such as labor laws, tax laws, alcohol laws, tobacco regulations, workers comp, or other laws.



## Website

Our website ([www.sdra.org](http://www.sdra.org)) provides many resources for retailers, including an extensive FAQ section on retail laws and regulations, an archive of our publications, and schedules of Association activities. Our website will undergo a redesign this year.

We're aiming to make it even more user-friendly, and to provide more information to our members.



## Seminars

We work with state and federal agencies and other organizations to provide seminars of interest to the business community. In 2007, for example, we sponsored a series of free programs on the topic of Domestic Violence & the Workplace, in partnership with the South Dakota Network Against Family Violence & Sexual Assault.



**Joe LaRocca of the National Retail Federation speaks to retailers in Rapid City about the growing problem of organized retail theft.**

We worked with the National Retail Federation, states attorneys, police departments, and security personnel from retail stores to present Organized Retail Theft Conferences in Sioux Falls & Rapid City.

In conjunction with the South Dakota Department of Labor and Farmers Insurance Group of Companies, we presented programs on workers comp issues.

For 2008, we are planning federal labor law seminars, as well as continuing our series of seminars on the topic of domestic violence and the workplace.

# hospitality division



Through SDRA's Hospitality Division, food service and lodging establishments can participate in programs designed to meet their special needs, while taking advantage of the full range of SDRA member services. Over 600 restaurants, motels, hotels, bed and breakfasts, and campgrounds are members of our Association. On this page, we list some of the services offered through the Hospitality Division.

- **Dual Membership:** Restaurants who are members of SDRA automatically become members of the **National Restaurant Association**, and are eligible for the many benefits and services offered by the national organization.
- On a monthly basis, SDRA's Hospitality Division members receive a **newsletter insert** focused on hospitality issues.
- We sponsor several **ServSafe** seminars every month statewide. Through these programs, food service operators and employees receive food safety training and certification, as required by the state food code. Over 13,000 individuals have received training through SDRA's foodservice training programs since 1997.
- Through our **Train the Trainer program** - which uses Certified Alcohol Sales Training (CAST) materials - alcohol licensees are certified to properly train their clerks how to avoid alcohol and tobacco sales to underage buyers and other illegal alcohol sales. This training helps alcohol licensees comply with state laws. Since the summer of 2000, over 490 individuals have become trainers through our program, qualifying them to train clerks, bartenders, waiters and waitresses in proper alcohol sales techniques. More than 16,400 clerks, bartenders and wait staff have been trained by the trainers who are certified through our program.



# education



**Holly Beck** of Britton, in her freshman year as a Business Major at Northern State University



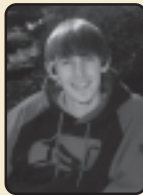
**Kody Bullock** of Ashton, second year Electrical Construction & Maintenance student at Mitchell Vo-Tech



**Leah Hansen** of Letcher, a sophomore at SDSU studying Animal Science-Agribusiness



**Molly Hanson** of Watertown, a sophomore in the Marketing-Management-Sales program at Lake Area Tech



**Alexander Kopco** of Deadwood, a freshman studying Business Administration at the University of Minnesota

SDRA's Jerry Wheeler Scholarship Program provides assistance to students studying for careers in business. The program is named after former Executive Director Jerry Wheeler, who started the program.

In 2007, we awarded 22 scholarships ranging from \$250 to \$1,000. Since initiating our scholarship program in 1992, SDRA has provided 107 scholarships, totaling \$65,900. The scholarships are funded by contributions from retailers and the SDRA Services Corporation. The 2007-2008 recipients are pictured on these two pages.



**Dustin Bonn** of Aberdeen, a sophomore in the Business program at Northern State.



**Jessica Burchill** of Pierre, a junior studying Business Finance at USD



**Kelsie Feist** of Faith, a freshman at National American University in Rapid City, studying Veterinary Technology

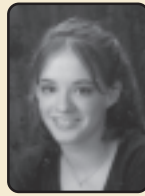


**Lindsey Lockwood** of Vermillion, a junior enrolled in Business Administration at USD



**Julie Mann** of Winner, an SDSU freshman, majoring in Business Economics/Accounting

**Elizabeth Sinclair** of Milbank, a senior at SDSU studying Pharmacy



**Tyann Morales** of Mitchell, a junior at Dakota Wesleyan, majoring in Business Administration, (recipient of SDRA Vicki Clarke Memorial Scholarship)

**Halley Treeby** of Hecla, a freshman in the Business-Marketing Management program at Dickinson State University



**Steven O'Grady** of Tyndall, a second year student in Collision Repair at Southeast Tech

**Brittany Trimble** of Yankton, in her 1st year at USD in PreMed with Business Emphasis.

**Darin Vilhauer** of Aberdeen, a Diesel Technology student at Lake Area Tech



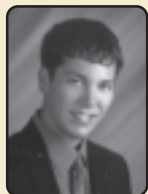
**Katie Orton** of Yankton, a postgraduate Pharmacy student at SDSU

**Jessica Van DeKieft** of Canton, a first year Culinary Arts student at Mitchell Tech.



**Andrew Schneider** of Huron, in his first year in the Business program at Northern State University

**Thomas Voeltz** of Pierre, a sophomore Business Administration/Marketing major at Northern State University



**Dahlen Schnieder** of Belle Fourche, a sophomore at USD, majoring in Business Administration

## ProStart

In partnership with the National Restaurant Association Education Foundation (NRAEF) and the South Dakota Department of Education, SDRA has agreed to coordinate NRAEF's ProStart program in South Dakota high schools. This comprehensive, two-year curriculum instructs students in the fundamentals of safe food-service, and also provides a broad-based business education on everything from inventory to cost controls to customer service.



## *other activities*



In conjunction with our Annual Meeting each January, we honor the Retailer of the Year. In January of 2007, your "friend by the side of the road" Dave Geisler (right), owner of Pioneer Auto Show in Murdo, received the 2007 Retailer of the Year Award, and accepted a plaque from Past President Terry Wilts.



In March, we held our first annual pheasant hunting expedition to raise funds for the South Dakota Retailers Association Political Action Fund. It was a lot of fun, and we have scheduled another hunt for March 30-31 this year. (We hope to see you there!)

**In 2007, SDRA's Board of Directors participated in three Board Meetings, as well committee meetings and conference calls.**



In June, the board and staff held a three-day retreat at Keystone. Dr. Sidney Goss of the South Dakota School of Mines and Technology spoke to the board about demographic trends in South Dakota.



In May, new board members were invited to an orientation session at the SDRA conference room in Pierre. It was an opportunity to learn about the mission and bylaws of the Association, about the programs and services offered by SDRA to its membership, and to get acquainted with the staff.

**Other activities in which we participated in 2007:**

- Meetings of the South Dakota Highway Users Conference

- National Association of Chain Drug Stores legislative meeting

- Food Marketing Institute State

Association meeting at Lake Tahoe

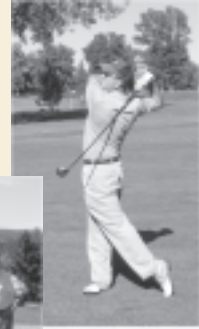
- Shawn Lyons made a presentation to the Hometown Proud Merchants gathering in Gregory

- Meetings of the Sioux Falls Loss Prevention Coalition

- Shawn Lyons traveled to Indianapolis to attend the Council of State Retail Association meeting on Best Practices

- Shawn Lyons traveled to Williamsburg, Virginia for the annual conference of the Council of State Retail Associations

In September, our annual Invitational Golf Tournament was held in Rapid City, and raised over \$11,000 for our political action fund, which provides financial support to the campaigns of pro-retail candidates for the State Legislature.



Our next golf tournament is slated for September 8, 2008 in Pierre. We hope you'll join us for this fun event.



The year concluded with SDR's replica of an old-time general store once again being part of the 27th Annual Christmas Display at the State Capitol in Pierre. The store is furnished with scale model versions of retail goods which could have been found in a store around 1897, the year SDR was founded.

## Past Presidents Reception



In September, we honored former board members at a Past Presidents' Reception hosted by Board Member Dan Tribby of Prairie Edge Gallery in Rapid City. It was a great opportunity to catch up with many of the people who have played an important role in the Association.

As a result of all the activities described on the preceding pages, membership in the South Dakota Retailers Association is just over 3,900 - making us the third largest state retail association in the nation. We're pretty proud of that!

We are also proud of the fact that we have been able to keep our membership dues structure the same for **23 years in a row**. Membership retention topped 90% in 2007, which is outstanding for a trade association.

A large share of the credit for our continued strength and stability goes to the outstanding Board of Directors who oversee the Association. They take their leadership responsibilities very seriously, and thanks to them and our dedicated staff, this Association is in great shape, and will continue to be a strong and vital partner for the retailers of South Dakota far into the future.