

**NEW MONTHLY FEATURE
IN THE RETAIL PROPHET**

South Dakota
RETAILERS

Since 1897

★ Proud to be an SDRM Member ★



Galen Zemlicka
Zem's Appliance, TV & Furniture, Milbank

"When I first joined it was because of some of the insurance features," Galen Zemlicka says.

But now, he finds that legislative affairs are the most valuable aspect of his membership. Galen was among the members who came to Pierre for our annual Legislative Briefing and banquet the day before the Legislative Session kicked off in January.

"We learn a lot from the Retailers. You know what some of the bills are coming up ahead of time, and you can put your input in. They explain the reasons for the issues. And sometimes, the background on WHY they do something is just as important as WHAT they do."

Galen also likes the monthly newsletter - particularly the tax information.

"I watch the sales tax of the other towns, see if everybody's going up or everybody's going down at the same time. I think that's helpful for us."

Jean tells us she couldn't be more pleased with her membership in SDRM.

"I will tell anybody the South Dakota Retailers Association is probably the best organization they can join. It immediately puts money to your bottom line as long as you'll participate in some of the offerings that they have."

Jean participates in our workers comp insurance program, and our credit card processing program, and finds both save her money.

"The workers comp program has saved me a whole lot of money. I requested a proposal and saw the numbers and made the transition and it has put money on my bottom line. With the bankcard program, my fees have gone down at least 1 percent - maybe a little bit more depending on the month - and that is tremendous. Because so many companies pay their bills with a credit card, sometimes my cash flow is based on credit card processing. So to see that back was a really really good thing. It is the neatest thing to see a return on your investment and it is an investment to pay fees to belong to different things that you think might help you or teach you or get you a little further ahead. And Retailers has done it faster than any other organization I belong to."



Jean Mattson
Technology Center, Rapid City