

MONTHLY FEATURE IN THE RETAIL PROPHET

South Dakota
RETAILERS

Since 1897

★ Proud to be an SDR Member ★



Dallas Dietrich
Rattlesnake Jake's & Goodyme Photo
Highway 16A, Keystone

At Rattlesnake Jake's in Keystone, you'll find Black Hills Gold, rattlesnake skins and memorabilia, replica guns, collector type knives, and a variety of souvenirs. Next door at Goodyme Photo, you'll find fun scenes - including a 1936 Dodge - where you can pose in costume for photos.

At both places, you'll find Dallas Dietrich, who makes it his business to make sure everyone leaves with a smile on their face. "We strive to have the best employees in the Hills," Dallas tells us. "We employ about a dozen high school and college kids. They have to be bubbly and vivacious and they have to treat our customers the way we would want to be treated. The kids that work for us are genuinely there to help people."

Dallas is a longtime SDR member. He originally joined for credit card processing, but in a tragic turn of events, it was the Wellmark Blue Cross Blue Shield health insurance through SDR that was to become crucial.

In 1997, Dallas and his family were rear-ended by a semi in a horrific accident that claimed the life of his daughter, son, and son-in-law, and left Dallas with severe injuries.

"In a split second our lives changed," Dallas says. "We would have been bankrupt from the cost of all the surgeries that I had. **I just can't say enough good things about the benefits that we were able to get from Wellmark Blue Cross Blue Shield. Because of that, I've been to be active in the business and take an active role in the community and had I not had the option of having all the surgeries I don't think I would be working the way I am now in the businesses.**"

Dallas enjoys serving his customers and says it's just plain fun to be in business. We value his membership, and we're glad that he is proud to be an SDR member.

After working for another glass company for more than 33 years, Boyd Jones decided to start his own business in Yankton. He set up shop as The Glass Cutter in 1998, and he and his son Matt operate the business with one part-time employee.

They offer all types of glass cutting and installation, including automotive, residential and commercial. The best thing about having his own business? Jokes Boyd, "I've only got myself to blame!"

Boyd became a member of the South Dakota Retailers Association three years after he started his business. The main reason he originally joined was for our credit card processing.

"I'd had problems with other people that I had signed up with first for taking credit cards. All of a sudden money was disappearing out of my bank account. With two different ones I had a lot of hassles with them. Then another member sent me to you. They were more honest about it at SDR."

Boyd also appreciates the information he gets from SDR.

"We get that newsletter every month, and there's a lot of information in there you can pick up."

Boyd Jones - another proud SDR member!



Boyd & Matt Jones
The Glass Cutter
East 3rd Street, Yankton