

NEW MONTHLY FEATURE
IN THE RETAIL PROPHET

South Dakota
RETAILERS

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Mignonne Schwebach
Volin's Racquet & Soccer, Sioux Falls
www.volins.net

Mignonne Schwebach loves her job.

Her store, Volin's Racquet and Soccer has been selling tennis, racquetball, soccer and squash equipment, clothing and shoes in the Park Ridge Galleria in Sioux Falls since 1986. What she doesn't have, she'll order.

Mignonne operates the store with the help of seven employees, many of them teachers. Mignonne is there most of the time, including weekends, when out-of-town customers like to come in. And she says enthusiastically, "I love my customers. High school kids will come in here and spend two hours while I'm stringing, and they'll just talk. It's great." When people ask about retirement, she says, "Why would I? I love what I'm doing."

Mignonne is also a fan of the Retailers Association. She was on SDR A's credit card processing program, left, and came back. She thinks the dental insurance is terrific. She values the legislative representation and the information she gets. **But she especially likes her SDR A rep, Chris Fester.** "She's awesome," Mignonne says. "She knows what she's talking about, she gets it done, and she's friendly. And if I'm busy she helps my customers on top of it. She's just great. **The best thing you guys ever did was hire her!**"

The sign at Mountain Treats in Hill City says: "We have nothing you need, but just what you want." And Dave and Shelley Hollinger do their best to make sure that what they have will keep customers coming back time and again.

They feature Blue Bunny ice cream, pies from the Purple Pie Place, and Shelley's fudge. They make sure their small shop is comfortable, and offers the best food possible. They also want customers to be happy – and Dave keeps them laughing.

"It's kind of like going to Grandma's, and here's Grandpa who likes to keep the kids entertained," says Shelley. "Repeat customers are crucial in any business. We get a lot of people who are here for a week. If we make it a fun experience, they'll bring their family back."

Dave considers SDR A rep Karin Hansen the most valuable part of their SDR A membership.

"Karin just does a good job. **If I ever ask her to help me, she does it.** She has helped us with things like getting South Dakota Made stickers. She's been very responsive. I know if I call her and leave a message, she'll call me back. **She's a great asset to the Retailers Association.**"



Shelley and Dave Hollinger
Mountain Treats, Hill City
(Dave - always a card - is wearing a funny hat!)