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Brandon Area Briefs

District 2 legislators to take part in Feb. 25 Legislative Coffee in Sioux Falls

District 2 legislators – Reps. John Sjaarda and Dave Kull and Sen. Steve Kolbeck – will take part in a Greater Sioux Falls Chamber of Commerce from 10-11:45 a.m. Saturday, Feb. 25 at The Hub auditorium at Southeast Technical College, 2001 N. Career Ave.

The event is free and open to the public. It will also be livestreamed on the Chamber's Facebook page.

Lego building contest this Saturday

Kingbird Coffee is hosting a Lego Building Contest from 1-3 p.m. Saturday, Feb. 25. The contest is open to kids in three different age groups: 5-8, 9-11, 12 and up; prizes will be awarded in each age group. Competitors will have one hour to build, and must provide their own Legos. No Legos may be connected before arrival, and entrants must create something using no laid-out plans.

To RSVP, stop by Kingbird Coffee or message them on their Facebook page.

Bakery Bingo fundraiser is March 3

Dynamic Dance is staging Bakery Bingo beginning at 6 p.m. Friday, March 3 at Brandon Valley Intermediate School. Doors will open at 5:45 p.m. and the cost is \$5 per person to play for the evening.

Proceeds from the night will go to the Dynamic Dance Senior Worlds Team trip to Orlando, Fla., where they will compete in the Dance Worlds.

Father-Daughter Dance set for March 10

Dynamic Dance is hosting a Father-Daughter Dance beginning at 6:30 p.m. on Friday, March 10 at the Brandon Golf Course. Doors open at 6 p.m. and the cost is \$10 per person. Dads, grandfathers, uncles, father figures are encouraged to “dance the night away” with your special “little lady.”

The event will offer dancing, concessions, photo-booth, and the sale of tiaras and roses.

Proceeds from the event will go to the Dynamic Dance Senior Worlds Team trip to compete at the Dance Worlds in Orlando, Fla.

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MyCFSgroup.com

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Cornerstone Financial Solutions was recognized on the 2023 Forbes ranking of America's Top Wealth Management Teams Best-In-State, developed by SHOOK Research. This ranking is based on an algorithm of qualitative criteria, mostly gained through telephone and in-person due diligence interviews, and quantitative data. This ranking is based upon the period from 4/1/2021 to 3/31/2022 and was released on 01/2/2023. Advisor teams that are considered must have one advisor with a minimum of seven years of experience, have been in existence as a team for at least one year, have at least 5 team members, and have been nominated by their firm. The algorithm weights factors like revenue trends, assets under management, compliance records, industry experience and those that encompass best practices in their practices and approach to working with clients. Portfolio performance is not a criteria due to varying client objectives and lack of audited data. Out of approximately 8,000 team nominations, 2,860 advisor teams received the award based on thresholds. This ranking is not indicative of an advisor's future performance, is not an endorsement, and may not be representative of individual clients' experience. Neither Raymond James nor any of its Financial Advisors or RIA firms pay a fee in exchange for this awarding. Raymond James is not affiliated with Forbes or Shook Research, LLC. Please see <https://www.forbes.com/lists/wealth-management-teams-best-in-state/> for more info.

Brandon Day at the Legislature

March 8th, 2023 | Bus leaves at 6AM


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Ask the Motor Medics®
Automotive Advice from The Under the Hood® Show

Dear Motor medics,

Please help me out with Cabin Air Filters. I have a 2009 Honda Accord with one and I have to replace it about every six months when the air starts to blow slowly because it gets so clogged with dirt from my gravel road and being parked outside. Do I really need one? None of my cars over the past 30 years had one and they were just fine.

Thanks, Gale in Ozarks Missouri

Dear Gale,

Yes, if your vehicle was equipped with one when it was made. Sure, we have seen some people come into our repair shop with a missing filter and their air is working just fine but we have also had some in for repairs that cost as much as \$1000.00 because they decided to run without one. When a system is designed it's either made for one or not. If it's not designed for one, then the sensitive components like air temp sensors and even the moving air doors are made differently so they can handle the dirt load. Adding a bunch of dirt to the system by not having a filter in place just invites trouble so make sure you keep a filter that's clean in place. It's cheap insurance for an expensive system. For others that don't know if they have a filter make sure to find out. A good indication you have one and it's dirty is a foul smell or reduced air flow.

Take care, the Motor Medics

Dear Motor Medics,

I have a 2020 Chevy and a 2018 Honda, and both have recalls on them. Both cars are running just fine, and I have not experienced any of the issues in the recall that they want to fix because they're crash related, and I've never had a wreck. I did Google one of the recalls and only 2 people have had a problem out of thousands of vehicles so do I really need to get them done or can I just wait and do them if I ever get the time to go to the dealership?

Thank you, Mark in Iowa City

Dear Mark,

Go make that appointment right now and get the recalls done! The manufacturer would not take the time and spend the money (sometimes millions) to get the vehicle back in to perform a safety recall unless they felt strongly that something could cause you harm. Many recalls for safety are for things that can happen in a crash situation such as air bag recalls and seat belts but even if you are a great driver the other person not always is, and we don't want to see you injured by something you don't have repaired. All safety recalls we have ever seen are done at no cost to you and must be done at the dealership. They do a pretty good job at making the public aware of the recall but getting it in is your part.

Take care, the Motor Medics

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The L.Y.N.X. Podcast
— LOVE YOUR NEIGHBOR —
You are invited to join us for a real, genuine conversation with one of your neighbors. This podcast will celebrate the people of Brandon, SD and their stories. Each week will feature a guest who will share why they chose to make Brandon their home and what the community means to them. Let us accompany you on your commute, while cooking dinner or winding down for the night. The L.Y.N.X. Podcast is hosted by John Semchenko and can be found on major streaming services.

This week's guest:
LAURA WONG
Executive director of Brandon Tennis Association
Spotify, Apple, Facebook // Tuesday, Midnight
Alliance: Channels 18 & 21 // Tuesday, 9 p.m.
YouTube @TheLYNXPodcast



NEWS FOR BREWS

Read the *Brandon Valley Journal* from front to back and find the **Double D** ("DD") hidden inside one of our many weekly stories.

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Brandon Valley Journal

Trader

Coming in tomorrow's

BRANDON VALLEY Journal



this week's Class A State Tournament in Rapid City. Find out more about BV's dominance on the mat.

It was a victorious week for both the Lynx boys' and girls' hoops teams. With the regular season schedule winding down, check out where the teams stand as they gear up for the post-season.

A BVHS senior inked his future to continue to play football at the next level and a BVHS alum is the anchor on a South Dakota School of Mines distance medley relay team. Read more about both in tomorrow's *Journal*.

If you find yourself asking, "I wonder what's going on ...?" It's time to subscribe to the *Brandon Valley Journal*! Give us a call at 605-582-9999 to subscribe today so you, too, can be in the know.

There's plenty of joy rolling through the halls of Brandon Valley High School, and it's being delivered one cup at a time. Find out more about the newly-launched Cup of Joy project in tomorrow's *Brandon Valley Journal*.

After the January city utility bill hit mailboxes, residents took to social

media to voice their displeasure in the added surcharge. This week's *Journal* reviews the reasons behind the surcharge and why it's needed for this community on the grow.

The Lynx wrestling team stormed through the Region 2A ranks on Friday, and once again, they're the team to beat at

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| 7 | 4 | 8 | 1 | 5 | 2 | 9 | 6 | 3 |
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| 3 | 7 | 9 | 8 | 1 | 5 | 6 | 2 | 4 |
| 6 | 9 | 3 | 5 | 2 | 1 | 8 | 4 | 7 |
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| 8 | 1 | 5 | 7 | 3 | 4 | 2 | 9 | 6 |

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Brandon

SOUTH DAKOTA

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Worship - 6:45 pm

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Lutheran Church

ELCA

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Ash Wednesday has been moved to March 1 and following through the six weeks of Lent, we will gather for a simple meal and then “come as you are” evening worship, remembering that we are all growing into *our lives of faith*.



1) We are Claimed

MARCH 1

2) We are Fed

MARCH 8

3) We are United

MARCH 15

4) We are Taught

MARCH 22

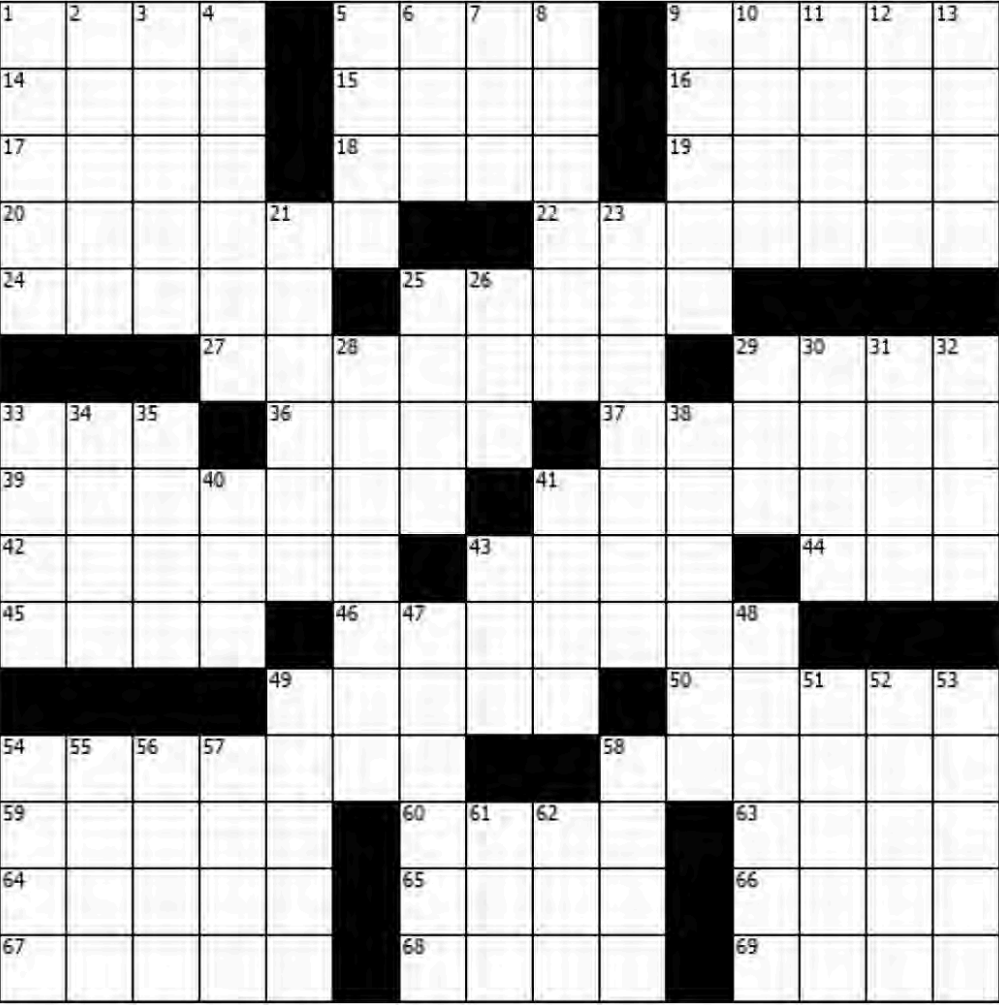
5) We are Saved

MARCH 29

6) We are Sent

APRIL 6

CROSSWORD PUZZLE



- Across
1. Possesses

5. Touched

9. Meager

14. Bench

15. Sly look

16. Forbidden

17. Prehistoric dwelling

18. Pennsylvania city

19. Mete out

20. Reluctant

22. Actress ____ Dietrich

24. Lease again
25. Clean thoroughly

27. Lecturers

29. Texas town

33. Pierre's buddy

36. Urgent abbr.

37. Suit maker

39. Sale acknowledg-ment

41. Make like new

42. Make

43. Rowing needs

44. Navy officer (abbr.)

45. Mister (Ger.)
46. Vanity

49. Wander off

50. Festive occasions

54. Thai

58. Six-legged animal

59. Pointer

60. Incite

63. Eastern garment

64. Unsophisticated

65. Atop

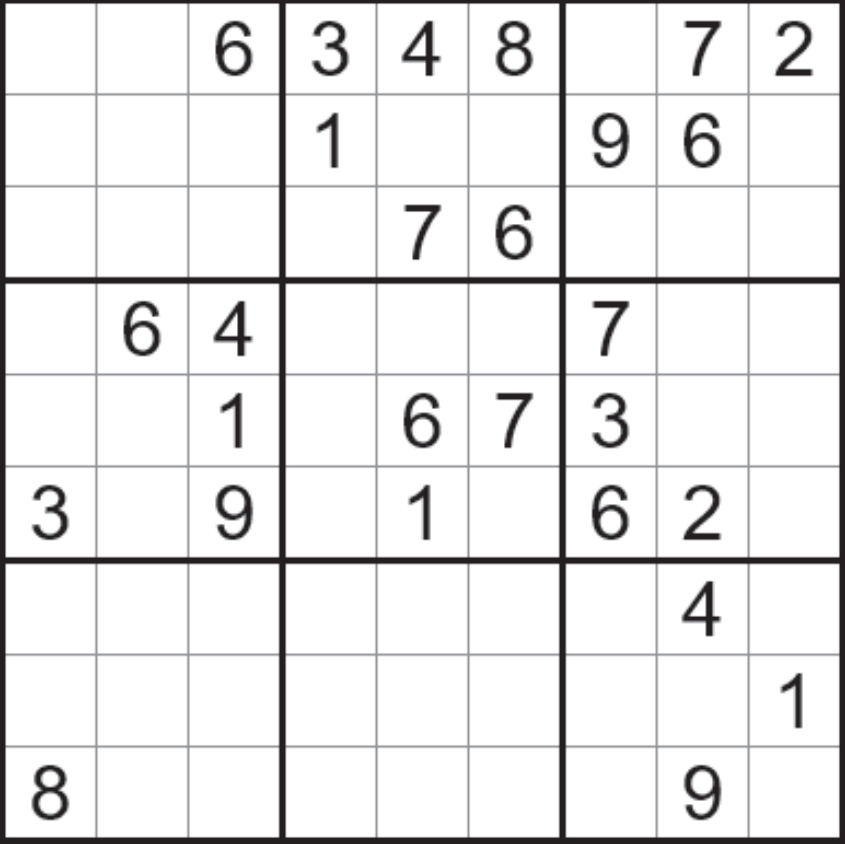
66. At all times

67. Terminated

68. Christmas word

SUDOKU • MEDIUM

Complete the grid so that every row, column and 3x3 box contains the digits 1-9. Digits cannot repeat within the same row, column or box. Solution on page 4



69. Not so much

21. Narrow waterway

23. Severe

25. Medical "at once!"

26. Robber's pursuer

28. Facets

29. Humor

30. Lily species

31. Iowa crop

32. Mineral deposits

33. Curve

34. Slight

35. Bakery employee

38. Appoint

40. Lobe site

41. Bawdy
43. "Snakes ____ Plane" (2 wds.)

47. Portland's state

48. Loafer ornament

49. Stitched together

51. Depart

52. Land measures

53. Mixes

54. Of sound mind

55. Persia, today

56. Moistureless

57. Budge

58. Adored one

61. Lennon's Yoko ____

62. Snacked

10 REASONS NOT TO ADVERTISE

There are plenty of reasons **to not** advertise. Some of the top excuses for not engaging in an effective, consistent marketing campaign are simply – just excuses to avoid promoting your business. And if you're not advertising, you're missing out on the opportunity for increased traffic, increased sales and increased profits.

- 1.) **Everybody knows me. I don't need to advertise.** Really? There are new people moving to town every week, plus plenty of visitors. Just because you've been on the same corner since 1972 is meaningless to newcomers. A successful business reaches out to new customers on an ongoing basis. Without new customers, even long-established businesses eventually die.

2.) **I don't advertise. Word-of-mouth is all I need.** Word-of-mouth is one of the most ineffective forms of advertising there is. First of all, you can't control it. You don't know what's being said and to whom. Plus, word-of-mouth is usually negative. People who have an acceptable business transaction with you likely tell few, if any, other people. Those who have a bad experience tell everyone they know. Relying solely on word-of-mouth is a serious marketing mistake!

- 3.) **Business is great. I don't need to advertise.** That's great - for now. But why wait until things slow down to seek out new customers? Effective advertising keeps potential new customers "in the pipeline."

4.) **Business is too slow. I can't afford to advertise.** And business will stay slow if you don't. Advertising is nothing more than inviting people to do business with you. If things are slow, you need to be inviting more people to your store.

5.) **I tried advertising in the newspaper/free shopper before and it didn't work.** If your offer was weak, chances are your results were too. People respond to the need, not the ad. Or perhaps you advertised in a newspaper/free shopper that didn't reach your target demographic. Print advertising works!

6.) **I don't read/check out your newspaper/free shopper.** But many of your customers and potential customers do. Advertising is like going fishing – do you bait your hook with what you like, or with what the fish like?

7.) **I don't do print advertising.** It's foolish to overlook an entire medium because of some silly preconceived notion. Print advertising works! And with the right offer and frequency, print advertising can produce positive and profitable results. If you exclude print advertising from your marketing plans, you're missing out.
- 8.) **Your rates are too high.** Community weekly and metro daily newspapers charge different rates, based on many factors. But an ad in your locally-owned, locally-staffed community newspaper and free shopper is a boost to the local economy in more ways than one. Local businesses do local business. You can buy a high-priced ad in a metro publication for hundreds of dollars, or you can spend hundreds of dollars over a period of time with your local newspaper/free shopper, and in a sense, get more bang for your buck.

9.) **I have to talk it over with my wife/partner/CPA/psychic/grandmother.** Every day you're not advertising is a missed opportunity for more business. While you procrastinate, your competitors are going after your customers.

10.) **I don't have any competition.** Wrong! No matter what you're selling, you're competing with every cash register in town, plus online competitors and competitors in nearby towns. Effective advertising motivates customers to come to your store.

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