

Tuesday, August 11, 2020

Reaching 6,650 Mailboxes Weekly!

The Brandon Valley Ministerial Association presents the ...



VIDEO WILL PREMIERE Friday, August 14, 2020 at 7AM

Watch Throughout The Day On All These Platforms

- . Facebook.com/brandonsdprayerbreakfast
 - . YouTube: brandonvalley.org/YouTube
 - . Alliance Digital Cable Channel 21



Special Guest: Governor Kristi Noem She will share how she daily relies on God's wisdom and how God guides her thoughts and decision making.





Volume 3 Issue 45







Call 582-7979 | 1224 E. Holly Blvd. Brandon, SD No other promotion coupons apply

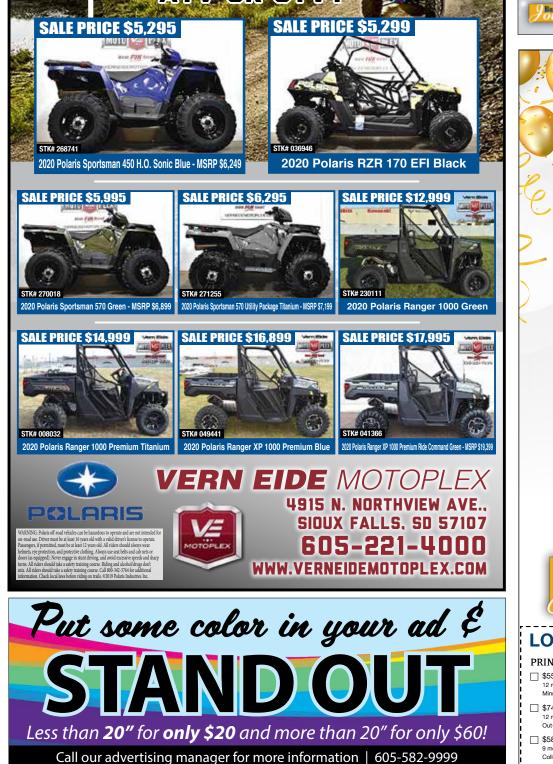
SECURE DOCUMENT SHREDDING EVENT SATURDAY, AUGUST 15 **10 AM TO NOON**

Bring your boxes of files, tax returns, bank statements and personal documents. No need to remove staples, paper clips and file folders.

Suggested donation \$5-10 per box

500 N Pasque Flower Trail, Brandon, SD







We humbly appreciate all of the kind and gracious support we have received from our subscribers and those who pick us up on the local newsstands each week. We'd also be remiss if we failed to thank our advertisers for allowing us to market their business and event endeavors. Without all of you, we would have no reason to do our job of keeping the public informed and documenting our local history each week.

Four years ago, Brandon Valley Media Group was just an idea. But your belief in us turned that idea into reality – and a dream come true. *Thank you.*

Congratulations to Our Fourth-Year Anniversary Door Prize Winners!!

Lynx insulated cup: Jena Skorczewski Real Housewives of Brandon insulated cup: Jane Nettestad 2 Passes to Wild Water West: Ty Hentschel, Pam Kessler, Diane Rollag, Kami Talcott, Kathy De Cosse, Wilma Kirkeby, Leah Hulzebos, Laverne Scholtens & Lyn Halvorson Taco John's gift card: Roy Beaird & Donna Jackson 101 Things to do With Bacon Cookbook: Andrea Gerritsen Set of hand-knitted potholders: Dan Etrheim



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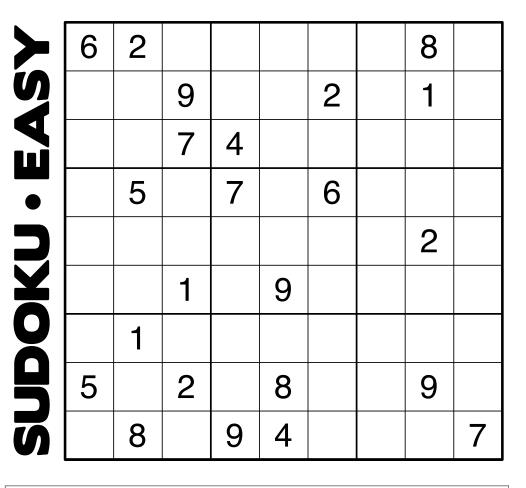
1. Short erect tail 5. Starsky's partner 10. The Amish, e.g. 14. Major 15. Make accustomed (Var.) 16. Seraph's circle 17. College administrator 18. Rose perfume 19. Pressing need? 20. Pfeiffer film of 1995 23. Accompany to a party 24. Clutch producer 25. Toupee 27. Born of 28. Stir up, without a spoon 31. Surgeon's stitch 33. Loughlin of "Full House" 35. Shakespearean loverboy 36. Cruise movie of 1983 41. Wound up costing 42. Dentist's instruction 43. Make certain 45. Koppel and Turner 47. Took down for the count, for short 50. It starts in Apr. 51. Victorian or Big Band

53. '64 event for the Beatles 55. Environmental concern 59. Stereo precursor 60. "It's ____-see!" (rave review) 61. Mrs. Dithers 62. Sacramento's ____ Arena 63. Stun gun 64. Egg cell 65. Newsy bit 66. Fidgety 67. Electronics giant Down

1. Unexpected 2. Goalie's spot 3. Income from wealth 4. Dance of love 5. With gusto 6. Biblical preposition 7. Ballerina's attire 8. PC problem 9. Greek Mercury 10. Brat's kick target 11. They're found in canals 12. Shutdowns 13. 32,000 ounces 21. Commit a blunder 22. To bury 26. Name on Prizms and Metros, once 29. Timberwolf 30. Emulate Dante's

Peak 32. Ballerina's perch 34. Fortuneteller's opening 36. Didn't have enough 37. Occurrence 38. R-V connection 39. "M*A*S*H" setting 40. Automotive, music or tourism, e.g. 41. Type of meat or pepper 44. Book boo-boos 46. NY-to-Atlanta dir. 47. Balkan province 48. Beat, as in a race 49. Like a teen idol 52. Fellow who sells space 54. Mexican munchies 56. Camera feature 57. Boot out 58. Applications 59. <u>tai (rum drink)</u>

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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-ofmouth 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!

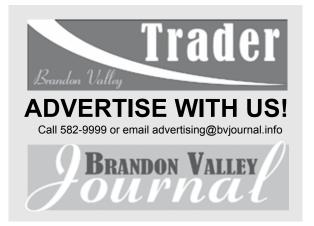
6.) I don't read/check out your newspaper/free shopper. But many of your customers and potential customers do. Advertising is like going fishing - do you bait your hook with what you like, or with what the fish like?

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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Chip sealing to start Aug. 17 in Valley Springs

9 a.m. to 1 p.m. Tuesdays, Thursdays and Sat- BBQ at Valley Springs Legion is Aug. 21 urdays. Curbside pickup also continues to be an Put the Valley Springs American Legion's next option during those same hours. For pickup re- BBQ on the calendar. Scheduled from 5-7 p.m. Friday, Aug. 21, the menu includes grilled hot dogs and hamburgers, chips, calico beans, salads, drinks and condiments. A free will offering will be taken. Proceeds will go to the Legion's heating and cooling system debt. Safe practices are in place in the dining room and curbside pickup is also available.

Street chip sealing is tentatively scheduled to start the week of Aug. 17 in Valley Springs. Streets that will be treated this year are Valley View Avenue, Maple Street, Riley Street and Riley Circle.

To learn more, contact City Hall at 757-6555.

Final McHardy Movie Night is Aug. 21

"The Goonies" will be shown at the final McHardy Movie Night on Friday, Aug. 21.

Families are encouraged to bring blankets and chairs to enjoy a free movie under the stars at McHardy Park, with food vendors on site starting at 8 p.m.

The event is an endeavor the City of Brandon, Brandon Valley Area Chamber of Commerce and sponsoring businesses.

Secure Document Shredding Event

Celebration United Methodist Church's annual Secure Document Shredding Event is from 10 a.m. to noon, Saturday, Aug. 15 at the church, 500 N. Pasque Flower Trail. Bring boxes of files, tax returns, bank statements and personal documents to be shredded. Staples, paperclips and folders do not need to be removed. A donation of \$5 to \$10 per box is suggested.

Brandon, Valley Springs libraries expand hours

The Valley Springs branch library has expanded its grab and go hours from 3-6 p.m. Tuesdays and 9 a.m.-12 noon Fridays. Curbside pickup continues to be offered during those same hours. For pickup requests, call the library at 757-6264.

The Brandon branch's grab and go hours have been extended to 9 a.m. to 7 p.m. Mondays and quests, call 582-2390.

Use of the computer/printer is not available at either branch at this time, but librarians will provide copying and scanning services. The Brandon branch also provides faxing services.

August needs at the BAFP

August needs at the Brandon Area Food Pantry include pizza crust and sauce, Manwich, instant potatoes (boxed), refried beans, taco shells, beef stew, pancake mix, pizza crust mixes, breakfast and protein bars, instant oatmeal and cat and dog food.

To ensure health and well-being, shoppers and donors are no longer allowed inside the Pantry building. Instead, an assortment of pre-bagged canned foods, proteins, and paper goods (based on the size of family), is being dispersed.

To make appointments for either pickups or donations, call 582-7001.

The BAFP is open from 4-6 p.m. Tuesdays and Thursdays and will maintain those hours until further notice.

The BAFP continues to accept used eye glasses and hearing aids on behalf of the Brandon Lions Club.

Current lawn watering restrictions

The city of Brandon remains in stage 1 (green) of lawn watering restrictions. The even/odd schedules allow users with even-numbered addresses to water on even-number calendar day; users with odd-numbered address are allowed to water on odd-numbered calendar dates.

Water restriction stages and other updates are posted on the city website and Facebook pages.

BV 2020 Pigskin Classic Cheer Camp

Brandon Valley High's cheerleading program will once again conduct a cheer camp on Pigskin Classic Saturday, which is Aug. 29, beginning at 9 a.m. Check-in is 15 minutes prior to camp and participants will be divided into several small groups based on grade. Cost is \$25 prior to Aug. 14 (postmarked or received) or \$30 after Aug. 20. Registration fee includes t-shirt, camp and cheer tattoo. Shirt size is not guaranteed after the Aug. 14 early bird registration date.

To learn more, visit teambrandonvalley.com or contact JoAnn Linn at 310-0534 or BVlyncheerrep@gmail.com.

BV Ice Cats' 'In the Bag' tourney set

Brandon Valley Ice Cats first annual "In the Bag" bean bag tournament is set for Saturday, Sept. 12 at Bottom's Up in Corson. Registration begins at 10 a.m. and play begins at 11 a.m. Registration fee is \$30 per player. A percentage of the days' food and beverage purchases is also being directed to the BV Hockey Association. To register, visit the Brandon Valley Hockey Association's Facebook page.



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