

The DAKOTA SCOUT

A Journal of Politics and Culture



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The Dakota Scout: A Journalism Journey

So as we hit our first anniversary, we want to thank you, and the many advertisers who have supported us, for coming along on this ride and galvanizing our belief that there's still a place in our world for news – not entertainment programming masquerading as a means of informing the public or a biased source of information angling for a particular outcome.

And what a ride it's been.

If you've been here from the start, you know The Dakota Scout was the first to tell the world about Sanford Health courting a Minnesota hospital system in a potential merger, a Senate candidate's arrest on sex grooming charges, the attorney general's involvement in the Mitchell baseball sex investigation, a looming tax increase for some Sioux Falls property owners or how a rash of parolees committing violent crime was prompting an overhaul in the prison's parole system.

You've also been exposed to a host of viewpoints on the most controversial of topics. Through those, you've been able to understand why people favor or disfavor certain policy issues. We've sought to offer this environment of thoughtful commentary in a world that is overrun with screamers and intolerance, knowing that tolerance of dissenting opinions is critical to a functioning democratic society. There's a reason why our viewpoints section recites the First Amendment to the U.S. Constitution.

Like we noted in our introductory column in The Dakota Scout edition No. 1 that hit newsstands on Sept, 1, 2022, we're not perfect. But you had our promise then, and you have our continued commitment now, to keep working our tails off to bring readers of The Dakota Scout the best news coverage of South Dakota culture and politics each and every day.

Thanks for your support.

Joe & Jon



investment



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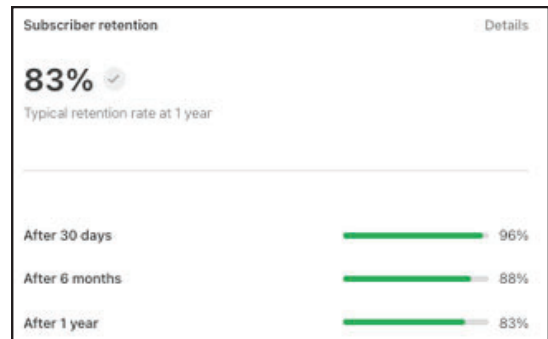
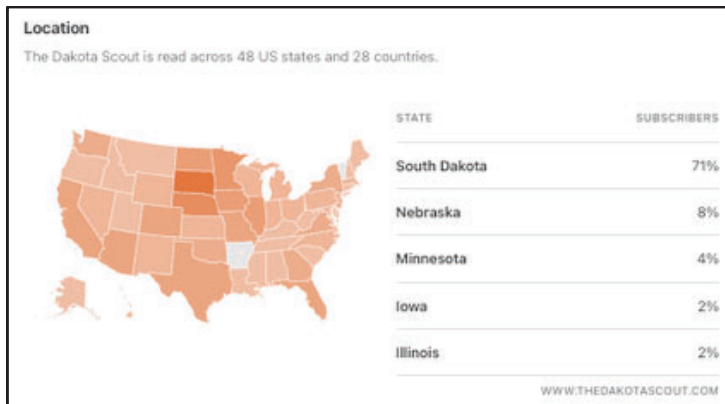
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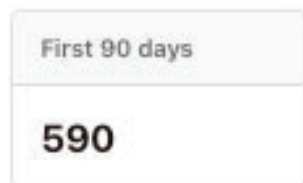
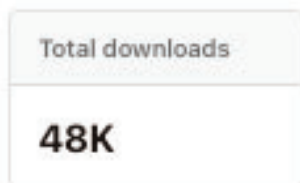


E-Mail Open Rate



THE SCOUTING REPORT PODCAST

Episodes: Produced weekly, airs each Friday



1,831 stories published in 2023



PRINT CIRCULATION

Print Paper: Printed on Wednesday and delivered Thursday. Free to everyone.

Circulation: 5,000 copies delivered weekly with a **return rate of under 100 copies total.**

Locations: 220+ locations throughout the Sioux Empire and various surrounding communities. Locations include but are not limited to Harrisburg, Dell Rapids, Colton, Hartford and Baltic. We have several locations in Pierre, and distribute to locations in Lake and Moody Cty as well.

Main Locations in Sioux Falls: Hy-Vee, Fareway, Culvers and Flyboy Donuts, Active Generations. Banks such as Levo, First Bank and Trust and First National Bank. Senior Living Facilities such as Trail Ridge and Dow Rummel, and other locations such as the Fry'n Pan, the courthouses, various law firms, and gas stations.

MEALS ON WHEELS

Approximately 800 print copies of The Dakota Scout are delivered each week to the recipients of the Meals on Wheels program through Active Generations. These recipient's are over the age of 60 and spend most of their time at home. They are unable to prepare healthy, consistent meals in their homes for medical or social reasons. We anticipate that the recipients of Meals on Wheels have family members that see and subscribe to The Dakota Scout .

COMMUNITY INVOLVEMENT

SD Retailers Association
 Sioux Falls Chamber of Commerce
 Harrisburg Chamber of Commerce
 SD Newspaper Association



We are so thankful for the services that Active Generations provides to the seniors in our communities. Being able to bring local news to their Meals on Wheels recipients is something that we are very excited to be able to do.

-Jonathan Ellis and Joe Sneve

LEGISLATIVE SESSION

The Dakota Scout is an indispensable source of legislative and state government coverage. While traditional media has retreated from the legislature's spotlight, The Dakota Scout has boldly invested in more comprehensive coverage. We maintain a continuous on the ground presence, providing round-the-clock updates on news in Pierre. This enduring commitment has not gone unnoticed, as many of South Dakota's lawmakers and policymakers are subscribers.

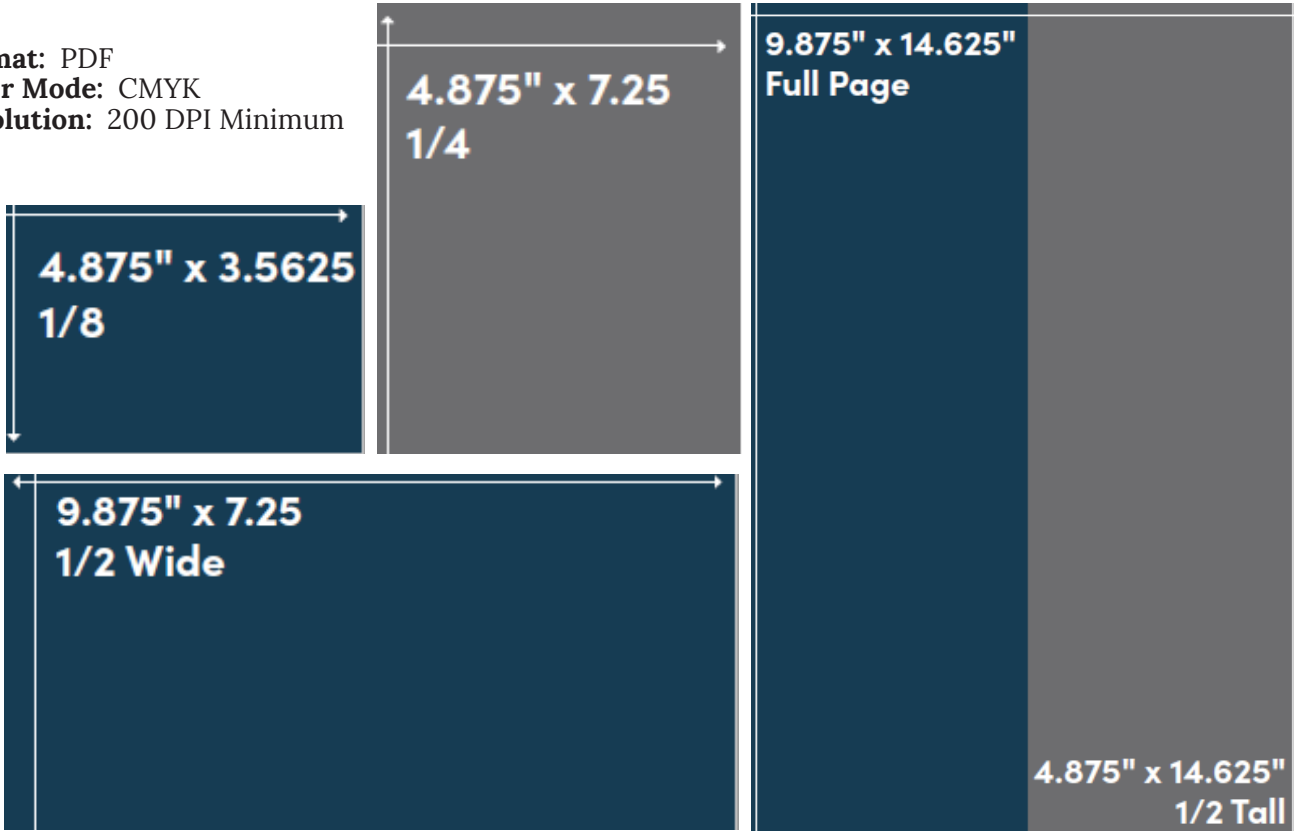
Your message in The Dakota Scout reaches the people who make decisions in South Dakota.



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EXAMPLES

HR veteran shares insight into construction industry recruiting

Originally published on **Sioux Falls Business** with **Jeff Collins**

We caught up with her to learn more about how she approaches talent attraction and retention.

Applying for or are working in. And open communication means different things to different people, so it is hard. Having managers that understand how influential they can be in their employee relationships and how that can really drive retention of employees is important. Uniquely, it is working your process to the position you are recruiting and finding that fit in your organization. There is no cookie-cutter approach, so being adaptive is important as applicant and employee needs change.

As you work with younger talent — millennials and Gen Z — are there some key characteristics that stand out that are helpful to know in terms of recruiting them?

Millennials and Gen Z challenge the status quo and are very pragmatic. Anymore, instant gratification is becoming the standard, therefore, looking at how we can engage with them about traditional training opportunities, like apprenticeships, is challenging.

You'll be speaking at the WIN Summit on The Real Cost of Recruiting. What do you hope attendees take away from that conversation?

I think universally, everyone wants to have good communication no matter the position or role they are applying for or are working in. And open communication means different things to different people, so it is hard. Having managers that understand how influential they can be in their employee relationships and how that can really drive retention of employees is important. Uniquely, it is working your process to the position you are recruiting and finding that fit in your organization. There is no cookie-cutter approach, so being adaptive is important as applicant and employee needs change.

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After two decades as the human resources manager at Muth Electric, Tlam just marked her first year as director of HR and safety at Howe Inc.

In addition to the daily operations of HR, Tlam has focused on building partnerships to educate others on the construction industry.

She'll share her lessons learned at the upcoming WIN in Workforce Summit produced by the Sioux Falls Development Foundation.

The event will be from 9 a.m. to 3 p.m. Nov. 1 at the Sioux Falls Convention Center, featuring speakers from a range of industries. Tlam will be part of the breakout session The Real Cost of Recruiting.

WIN IN 2023 WORKFORCE SUMMIT

Register at www.wininworkforce.com.

CYBERSECURITY AWARENESS MONTH

The Most Overlooked Part of Your Data Security

Levi Hertgen, SEAM

\$155 million USD in fines and penalties.

October has officially been declared as "Cybersecurity Awareness Month." You've likely been inundated with tips on how you can protect yourself from on-line threats. However, one of the most critical areas of data security that often gets overlooked during this month of attention, is when your devices come off-line.

Having a plan in place for securely getting rid of used equipment can instantly protect a company against the catastrophic risk of a data breach. Along with having a clearly defined IT Asset Disposition (ITAD) program, you must make sure that it is adequate and that it is actually being followed.

A recent headline example of a failing corporate ITAD program involves a large, well-known financial institution; Morgan Stanley has felt the repercussions of their ITAD failure over the past

Although they had an ITAD program in place, there was no oversight, and the plan failed to ensure that a qualified vendor was used for data declassification. They hired a moving company, with no experience in data destruction, to decommission thousands of servers and hard drives. Instead of destroying the data, the vendor sold the devices through various subcontractors, which led to them eventually being sold on-line filled with the personal identifying information (PII) of millions of customers.

We entrust our personal information to organizations like this with the understanding and expectation that it will be protected. Morgan Stanley may have saved money upfront by using a moving company for their IT disposal, but in the end, the cleanup costs far outweigh what it would have cost to do it right in the first place.

Industry certifications like

can assist in this vetting process, which are audited and verified on an annual basis. These voluntary standards require companies to go above and beyond. Whether equipment is being recycled or resold, certified companies must prove up a sufficient program as to their processes and procedures. Let's make sure it's followed. Let's meet the stringent standards set forth by the certifications, which are audited and verified on an annual basis. As the only certified ITAD vendor in the Dakotas, SEAM can help guide you in setting up a sufficient program as to their processes and procedures. Let's make sure it's followed. Let's meet the stringent standards set forth by the certifications, more at seamsvcs.com.

SEAM SECURE ENTERPRISE ASSET MANAGEMENT

HERRBOLDT, RECENTLY PROMOTED AT FIRST BANK & TRUST, APPOINTS HIS SUCCESSORS

JASON HERRBOLDT
Chief Banking Officer

Jason Herrboldt has been promoted to Chief Banking Officer for First Bank & Trust, which operates 22 bank locations in 17 counties in South Dakota and Minnesota and exceeds \$4 billion in assets. Herrboldt, who previously held the position of Sioux Falls Market President and Chief Retail Officer, now oversees all First Bank & Trust markets.

Herrboldt assumed the role on May 2 and has since appointed his successor. Sadie Bell has been promoted to Chief Retail Officer, and Adam Kniffen will now serve as Sioux Falls Market President.

Herrboldt began his career in banking more than 20 years ago, specializing in commercial, construction, trust services, and retail banking. He holds a bachelor's degree in business management and an MBA from the University of South Dakota as well as a degree from the Graduate School of Banking. Herrboldt is active in many community organizations within the Sioux Falls area. He is an avid long-distance runner, having completed triathlons across the country. He and his wife, Angela, have three sons and a daughter.

"Jason's previous roles and his dedication to both our organization and the communities we serve have positioned him well to lead the bank," said Kevin Terrell, President and CEO of First Bank & Trust. "His leadership at First Bank & Trust will be important as our organization continues to grow in the region."

Sadie Bell will manage retail and consumer banking across the organization in her new role as Chief Retail Officer, as well as

lead the efforts of the cash management sales team. Previously serving as Director of Retail Banking in Sioux Falls, Bell has over 18 years of banking experience. She received a business communication at Augustana University and is also a graduate of the Summer Graduate School of Banking through the University of Northern Iowa. Sadie is active with many Sioux Falls organizations, including serving as the incoming Board Chair for The Computer Center Board of Directors. Sadie and her husband have two boys, a girl and a elementary school.

"Sadie has been an invaluable leader for our Sioux Falls retail team," said Herrboldt. "We are excited to see her provide the same leadership and drive throughout our network of banks."

Prior to being named Sioux Falls Market President, Adam Kniffen served as VP Business Banking Manager at First Bank & Trust in Sioux Falls. Kniffen has 18 years of banking experience along with a business administration degree from the University of Nebraska-Lincoln. Kniffen completed the Graduate School of Banking in Boulder, Colorado, and is actively involved in many community and company initiatives, including volunteering for Justice Achievement and leading First Bank & Trust's employee fundraising campaign for Sioux Empire United Way. He and his wife have four children and enjoy many recreational activities.

"Adam's ability to connect with our clients and community members makes him ideal for the role of leading First Bank & Trust in Sioux Falls. He will continue the bank's strong tradition of active community engagement and stewardship," said Herrboldt.

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Color Mode: CMYK
Resolution: 200 DPI Minimum

4.875 x 2.825

In loving Memory of
DALE WAYNE LUCK
 July 1932 to December 15, 2022

Austin Goss and Katie Shroyer wed in Fort Pierre

Austin Goss and Katie Shroyer got married at St. Johns Catholic Church November 12th, 2022! They met in Indiana in 2019 and bonded over their love for history, Indiana University, travel, and more. They moved to South Dakota in 2020 and currently live in Fort Pierre. Austin is a journalist and Katie is working at the state Historical Society. They love South Dakota and the people in the Pierre community, and look forward to all the memories to come there as a married couple and family!

Matty B.

YOU'LL NEVER WALK ALONE
 Love Funky, Russ, and Doug

Extra! Extra!
NEWSFLASH!
 November 17, 1972

AMY'S 50th BIRTHDAY
 Read about other happenings in 1972

BIRTH ANNOUNCEMENTS

On Friday, November 17th Amy was born at Sioux Valley Hospital in Sioux Falls, SD. She was delivered by Dr. Milton Mutch.

Her parents and siblings were elated! Her husband, children, colleagues, co-workers and cats are also thankful she was born.

Others Born in 1972

- Wil Wheaton
- Dwayne "The Rock" Johnson
- Cameron Diaz
- Carmen Electra
- Jennifer Garner
- Shaquille O'Neal
- Dita Von Teese
- Busta Rhymes

Obituaries- 1972

- Jackie Robinson
- Harry Truman
- J. Edgar Hoover
- Walter Winchell
- Roberto Clemente
- Tip Man
- George Sanders
- Miriam Hopkins

Music - Billboard 100

- Roberta Flack - The First Time Ever I Saw Your Face
- I Can See Clearly Now - Johnny Nash
- Nights in White Satin - The Moody Blues
- Arlo Guthrie - The City of New Orleans
- I'd Love You To Want Me - Lobo
- The Carpenters - Hasting Each Other
- Song Sang Blue by Neil Diamond was the longest running song of the year.

WEATHER
31F

SOUTH DAKOTA POLITICS

- George McGovern nominated for President
- Richard F. Kneip was Governor of South Dakota
- Richard Nixon re-elected as President of the U.S.

TRAGEDY STRIKES

The Black Hills Flood
 Black Hills Flood of 1972 is recognized as one of the most devastating floods in United States History. According to the National Weather Service, 238 people were declared dead and 3,000 people were reported injured in the flood. The flood took place on June 9-10, 1972 in the Black Hills of South Dakota. Canyon Lake Dam became clogged with debris and failed, causing life shattering damage to businesses & families.

Apollo 17 lands on the Moon.

OPINION SECTION

Important People

In a unanimous vote by a panel of very important people, it was decided that it should be illegal to look like this at 50. Many questioned how she actually does this.

HAPPY BIRTHDAY AMY!
 From your family at **SIoux**

reviews



“I appreciate the work you do, and I wanted to support your cause. As the face of journalism rapidly evolves, I believe you guys are on the right track and you will continue to succeed and change the face of an industry experiencing many challenges.”

Brock
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“Unbiased South Dakota relevant stories.”

RICK
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“I support your work because although I access quite a few news sources, the one I find I continually want to read through the paywall is Dakota Scout. By subscribing, I can do that.”

Deb
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“Keep up the great work. You are providing valuable information to the community!”

Rich
Subscribed

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“I like to know what is happening in our state.”

Dan
Subscribed

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