



JULY/AUGUST/SEPTEMBER  
2009  
VOLUME 3/ISSUE 3

**CREDITSOUP, INC. ANNOUNCES NAME CHANGE  
AND LAUNCHES NEW DIVISION  
25 JOBS TO BE CREATED**

**INSIDE THIS ISSUE:**

Madison, SD - Our mission at CreditSoup, Inc. is to achieve and maintain a position of unparalleled excellence within the online marketing industry. In order to more accurately reflect our company's broad initiatives in online marketing, we are changing our corporate name to Bulldog Media Group, Inc. As we approach 10 years in this industry, we have seen online marketing change and change again. In order to diversify and stay current with these changes, Bulldog Media Group will be positioned to provide a more diversified and complete marketing strategy for our clients marketing needs.

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Along with a new name, we have added the new divisions of The RewardsRunner Network and Infusion Strategies. The RewardsRunner Network has been in research and development for some time and is expected to launch in the fourth quarter of 2009. The RewardsRunner Network will reward customers for every purchase made online through RewardsRunner.com or a RewardsRunner Network branded site. This online shopping solution connects and builds relationships with customers while creating new revenue sources for its partners. Customers register as members to enjoy great rewards where they earn cash back from stores they shop at every day.

Bulldog Media Group is also excited to announce its intent to add an additional 25 new employees. This expansion will grow Bulldog Media Group up to nearly 50 employees. President Darin Namken states that "As we approach 10 years, it's been great for us to experience such growth here. Through our current restructuring, Dwaine Chapel of the Lake Area Improvement Corporation and Russell Olson of Heartland Consumers Power District have been beneficial resources with their input and assisting in our needs."

Chapel commented, "The LAIC is excited about the expansion of Bulldog Media Group along with the Rewards Runner Network and Infusion Strategies Projects. The economic atmosphere created in Madison encourages continued growth of its businesses. The announcement of new positions solidifies Bulldog Media Group's commitment to Madison. These new positions provide diversity into the technology sector. We congratulate Darin, Todd and Chad on this announcement."

**WEST CENTRAL, INC.**

West Central, Inc., located in Willmar, Minnesota, was established in 1974 and is a growing wholesale distributor for all major agricultural inputs: plant food, crop protection, micronutrients, seed treatments and inoculants. West Central, Inc. works exclusively with retailers across five northern states: Minnesota, Montana, North Dakota, South Dakota and Wisconsin.



West Central, Inc. has recently opened a distribution office in Madison's Lakeview Industrial Park and will employ between 3 and 5 employees.

**Vision Statement** We shall strive for excellence in all endeavors. Our definition of excellence is to explore, understand and exceed our Customers' expectations. Our goal is to achieve total customer satisfaction.

**Approach** West Central, Inc. through its strategic business alignments is positioned to be one of the most powerful full-service distribution companies in the United States. Our strategic business alignments allow us to maximize the power and resources of a large company while maintaining the flexible, personal attention of a smaller organization.

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With the recent news of another plant closing in Madison, our first thoughts and concerns go to the workers that have lost their job. We as a community hope we can help them and many others in any way possible. This economic down turn is far from over and because we live in a truly worldwide economy, many of the business decisions affecting our community and businesses are beyond our control.

All is not lost as we are still very fortunate to live in Madison, Lake County, South Dakota. Think of all of the quality of life opportunities available to us, plus all the education, service and retail businesses in Madison, along with our community's strong and diverse manufacturing sector:

- PPD Industries
- Rosebud Manufacturing
- Gehl Company
- Raven Industries
- Integra Plastics
- TW Services
- Falcon Plastics
- Custom Touch Homes
- Persona

Thank you to our industries for making Madison a place to call home.

Jerry Johnson, LAIC President

**MADISON PERSERVES IN PUSH FOR FOUR-LANE EXPANSION OF SD34**

Madison area residents came to the July 22 Sioux Falls STIP meeting and restated their case for a four-lane expressway from Interstate 29 to Madison. That project is not included in the tentative 2010-2014 STIP.

Courtesy 34 four the Future Committee, SDDOT newsletter Vol. 5, Issue 6 August 2009

"It will add dollars to the bottom line of companies within the area: manufacturing, the ethanol plant, the trucking companies and also provide for greater abilities to access our lakes and tourism. We're very much in favor of this as an economic development tool from my office but safety is also a major concern," said Dwaine Chapel, executive director of the Lake Area Improvement Corp. The Lake Area Improvement Corp. completed a \$35,000 economic impact/feasibility study last year, which was submitted to the SDDOT. John Goeman of Madison, representing Highway 34 Four the Future, said the feasibility study determined that two-way truck traffic from the Dakota Ethanol plant on the current two-lane highway is 52,000 semis a year.

Average daily traffic on the route already exceeds the projected 2028 traffic on the four lanes in South Dakota, Sen. Russell Olson of Madison told SDDOT officials. The SDDOT previously said that when traffic passed 5,000 ADT on one stretch at Colman, an expansion project would be put on the STIP, he said. That bar has since been raised to 8,000 ADT, a level not exceeded by some segments of Interstate 90, he said.

Olson said Lake and Moody counties have come together to ensure corridor preservation on that route, as the State requested. The counties, the cities of Madison and Colman, and the Santee Sioux Tribe want SD34 expanded to four lanes. "Again, I'd like to have our project considered. We've submitted a formal request to your office," he said.

**DESPITE MANUFACTURING SLOWDOWN, MADISON SHOWS SIGNS OF GROWTH**

Reprinted courtesy of Jon Hunter, Madison Daily Leader September 30, 2009

Even as Madison's manufacturing plants have laid off workers or cut hours, we see other sectors of our local economy growing, and even signs of life in manufacturing.

The Lake Area Improvement Corporation reported to investors its "Forward Madison" program that some jobs are being created at other local businesses, such as Secure Banking Solutions. While the overall numbers aren't huge, they are good jobs with excellent prospects for the future.

With its large, new facility on east Highway 34 almost complete, James River Equipment has been adding staff. The South Dakota Association of Rural Water Systems will soon move to Madison and add positions. A Willmar, Minn.-based company called West Central, Inc. has ... a building in Madison for a warehouse.

Optimism extends to other areas as well. Dakota State University's enrollment looks to be up again this year. A new loan fund has already approved three new low-interest business loans in the area. The Lakeview Industrial Park's expansion is making progress and Heartland Consumer Power District's new LEED-certified headquarters building is taking shape.

Even the beleaguered manufacturing sector might see the light at the end of the tunnel. While Gehl Manufacturing is still only making skid steer loaders a few days a month, the company has worked down much of its finished goods inventory. As the national recovery gets under way, the plant will need to start building more.

This isn't the best of times, but we're enthused that a number of small accomplishments is boosting the optimism for renewed growth in Madison and Lake County.

<b><u>South Dakota Taxable Sales</u></b>		
<b>Year</b>	<b>Madison</b>	<b>Lake County</b>
2006	\$118,599,046.72	\$143,640,842.55
2007	\$125,750,734.98	\$144,080,056.05
2008	\$148,626,228.84	\$159,181,770.17
2009		
1st Qtr	\$34,425,615.15	\$36,430,387.86
2nd Qtr	\$37,141,870.92	\$38,918,390.00
JUL	\$11,763,909.60	\$12,711,590.52
AUG	\$10,089,200.38	\$11,056,247.27
YTD	\$93,420,596.05	\$99,116,615.65

Source: <http://www.state.sd.us/drr2/>

<b><u>2009 City of Madison Building Permits</u></b>	
January	\$62,000
February	\$13,600
March	\$40,000
April	\$125,895
May	\$4,958,680
June	\$337,913
July	\$162,789
August	\$479,332
Sept	\$304,695

Source: City of Madison

<b><u>2009 Lake County Building Permits</u></b>	
January	\$19,000.00
February	\$36,800.00
March	\$284,500.00
April	1,215,228.00
May	\$937,652.00
June	\$592,030.19
July	\$1,058,485.00
Aug	\$1,744,800.00
Sept	\$3,334,876.52

Source: Lake County Drainage and Zoning Department

<b><u>2009 Statewide Unemployment Numbers</u></b>				
<b>Month</b>	<b>Labor Force</b>	<b>Employment</b>	<b>Unemployment</b>	<b>Rate</b>
JAN	435,660	413,630	22,030	5.1%
FEB	439,795	417,275	22,520	5.1%
MAR	443,450	419,480	23,970	5.4%
APR	445,315	424,010	21,305	4.8%
MAY	448,435	426,525	21,910	4.9%
JUN	455,780	433,480	22,300	4.9%
JUL	457,660	436,415	21,245	4.6%
AUG	453,785	432,490	21,295	4.7%

Source: SD Dept. of Labor at <http://dol.sd.gov/>

<b><u>Lake County Unemployment Percentage</u></b>				
	<b>Labor</b>			
<b>2008</b>	<b>Force</b>	<b>Employment</b>	<b>Unemployment</b>	<b>Rate</b>
OCT	6,865	6,670	195	2.8%
NOV	6,860	6,595	265	3.8%
DEC	6,710	6,420	290	4.3%
<b>2009</b>				
JAN	6,740	6,260	480	7.1%
FEB	6,760	6,390	370	5.5%
MAR	6,760	6,405	355	5.3%
APR	6,975	6,535	440	6.3%
MAY	7,000	6,520	480	6.9%
JUN	6,910	6,380	530	7.6%
JUL	6,780	6,365	415	6.1%
AUG	6,790	6,365	425	6.3%

Source: Department of Labor website <http://dol.sd.gov/>

The economic indicators on this page attempt to give a picture as to the status of the local and state-wide economy and have been gathered from their stated sources.

West Central, Inc. anticipates and meets the needs of your business with our consultative approach. We provide fresh, innovative solutions that put life into your business objectives. Our highly-trained professionals explore, understand, and commit to fully supporting your goals from start to finish.

**Mission Statement** West Central, Inc. strives to be the best business partner in the marketplace. We will set the standard of excellence in customer service, market knowledge, problem solving and quality products.

West Central, Inc. will be recognized for our emphasis on customer relationships through personal service, attention to detail, and our “Yes We Can” attitude.

West Central, Inc. will operate in an environment of openness and fairness where everyone is treated with honesty and respect. West Central, Inc. is a leader in stewardship of the environment and a leader in our industry concerning regulatory issues.

Madison is happy to welcome this fine organization into our community.

**“ASK THE EXPERT” HOUSING EXPO**

Thanks to the Madison community and businesses, the “Ask the Expert” Housing Expo was a success. The event, held on Thursday, September 12<sup>th</sup> from 8:30 a.m. to 3:30 p.m., is anticipated to be held every spring and fall. Thanks to the sponsors, free lunch was available for all who attended, visitors to the expo were able to ask questions, pick up materials, and view demonstrations about home and appliance maintenance, weatherization, roof maintenance, flooring, plumbing, painting, landscaping and pruning. Seminars on landlord/tenant rights and responsibilities were held. Local insurance companies were available to discuss homeowner and renter’s insurance options. The City engineer’s office discussed topics from the new flood plain map and utilities to building permits. Northwestern Energy helped demonstrate energy saving ideas and practices from changing to energy efficient light bulbs to weatherization ideas. ICAP was available with the Homebuyer Education and Foreclosure Prevention and Mitigation programs as well as weatherization tips and ideas.

The housing expo helped local businesses give back to the community through free information, answering questions and demonstrations.

Thank you to the sponsors and participants for making the “Ask the Expert” Housing Expo possible.

**Expo Sponsors:** State Farm Insurance, First Madison Insurance, Inter-Lakes Community Action Partnership, 4-H Center, Lake County Commission, and Lake Area Improvement Corporation

**Lunch Sponsors:** Trinity Lutheran Church of Madison, Great Western Bank, First Bank & Trust, Wells Fargo Bank, East River Federal Credit Union, Interlakes Federal Credit Union, Catholic Daughters of St. Thomas Aquinas Parish, and Bethel Community.

**Participating businesses:** Montgomery’s Furniture Gallery, KolorWorks, Home Service Water Conditioning, Outdoor Innovation Landscapes, Dakota Plumbing, Lakebrook TV Appliance, State Farm Insurance, Barger Electric, Johnson Environmental, Pro Build, East River Electric Power Cooperative, attorneys Philip Parent and Ken Meyer, and ICAP: Weatherization Program & Homeownership Education Program.



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