



**SUPERIOR HOMES TO EXPAND
 OPERATION TO MADISON**

Courtesy of Superior Homes

Superior Homes of Watertown, SD, announced in December it is expanding its operations into Madison, SD, in order to serve the ready-to-move, one-piece new home construction market.

Superior Homes will utilize a factory previously established for home building of this type.

“The Madison facility will allow us to construct a complete home under one roof and enhance our ability to meet our customers expanded needs,” said Allen Gordon. “Our homes built there will be moved to the job site in one piece and maintain the same specifications and quality we put into our current product lines.”

“The Lake Area Improvement Corporation is extremely pleased with the expansion of Superior Homes into Madison. Twelve new positions will be created immediately with 15 to 20 over the next several months,” said Dwaine Chapel, economic development director. “Madison is a growing community with a strong skilled labor force ready to help this company grow and expand.”

Superior Homes Watertown facility constructs modular homes and commercial buildings in a factory environment for an eight-state region and three Canadian Provinces. With over 55 years of experience in the housing industry, Superior Homes has a capacity to build projects ranging from entry level to executive level homes plus a wide array of other building projects that utilize a factory-setting approach to construction.

LAIC ISSUES FIRST EMAP LOAN By Emmeline Elliott , Contributing Writer

No paperwork, a low interest rate and decreasing monthly payments were good reasons for Traci Van Den Hemel to apply for an EMAP loan. Van Den Hemel is the first recipient of an Employer Mortgage Assistance Program loan offered through the Lake Area Improvement Corporation.

An EMAP loan assists with the down payment and closing costs for first-time homebuyers. The LAIC is offering the program through a partnership with South Dakota Housing Development Authority. Qualified applicants must purchase a home and work in Lake County.



First time home buyer Traci Van Den Hemel in front of her new home in Madison.

Van Den Hemel closed on her first home last month. The 27-year-old Madison woman said she was able to lower her offer and will pay less in interest because of the EMAP loan.

The loan has a 2 percent interest rate over a 5-year term. Loan payments are included in the monthly payments of the first mortgage to the servicing lender. Once the EMAP loan is repaid, the monthly payment is reduced.

Lori Norby, a mortgage loan originator with Credit Union Mortgage Direct LLC, worked with Van Den Hemel during the purchase of her home. Norby said the EMAP loan is an excellent program with the unheard of 2 percent interest rate. “It’s another incentive to get into a home,” Norby said.

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The past year was a busy one for the LAIC, and I expect that 2011 will be the same. I certainly hope Lake County, all of South Dakota and the rest of the country are beginning to emerge from the economic downturn of the last few years. Preliminary census data show a slight decrease in unemployment and an increase in population. The growth of SBS, CAHIT's expansion within the Technology Center and the announcement of Superior Homes' location all point to a more positive employment outlook. This is good news for the region and positions Lake County for growth in the coming year.

The greatest priority within LAIC is to maintain good relationships with its many stakeholders, community leaders and investors. The City of Madison, Lake County and Dakota State University are strong allies. The Lake County business community has shown strong support through Forward Madison and without that support much of the work of the past few years would not have been as successful. LAIC will continue to reach out to the community through the Investor Advisory Committee and community business leaders. This strong support and many volunteer hours, allows LAIC to function at a high level.

In the coming year LAIC will continue to focus on building community assets, including Dakota State University and the technology base it provides the community, but also on continued improvements in the industrial sector as new businesses locate and existing industries expand, leading to not only increased employment, but increased tax base for the community and county.

The ongoing marketing efforts of LAIC will include the I-29 Corridor Alliance, Trade Shows, the Buy Local campaign and support for retail and tourism businesses. The community has a solid relationship with the State of South Dakota that also brings resources and new business opportunities to the area.

As I travel throughout eastern South Dakota, Madison receives high praise from leaders outside the community as being vibrant and friendly. The LAIC has a reputation as a model that other towns want to emulate. It takes a community wide effort to maintain that image. Keep up the good work.

Linda Salmonson, 2011 LAIC President

**LAIC ANNUAL MEETING HIGHLIGHTS
BUSINESS GROWTH AND DEVELOPMENT**

By Emmeline Elliott , Contributing Writer

The temperature of the economy is a constant headline-grabber, and those who attended LAIC's annual meeting learned about the status of the local economy.

The Lake Area Improvement Corporation held its annual meeting on Jan. 11 at the Dakota Prairie Playhouse in Madison. A full room listened to keynote speaker U.S. Sen. John Thune, as well as progress and outlook reports from LAIC Executive Director Dwaine Chapel and incoming president Linda Salmonson.

Thune began the meeting by talking about what he says voters want their representatives to focus on: jobs, spending and debt. He discussed upcoming legislation and presented his proposals for approaching some of the federal economic problems.

Thune was in favor of going to a bi-annual budget instead of an annual budget because of pressures to spend more money in election years to please constituents. Also, Thune said he had resurrected U.S. Sen. Harry Byrd's (D-Va.) 1940s concept of creating a Commission on Reduction of Nonessential Federal Expenditures, which was established to find ways to fund World War II by reducing or eliminating programs.



U.S. Senator John Thune receiving Highway 34 "Four the Future" Committee shirt.

Congressional updates were heard from Matt Varilek and Suzanne Veenis, aides to U.S. Sen. Tim Johnson and U.S. Rep. Kristi Noem, respectively. Varilek said the economic picture in Madison is improving with an increase in sales tax receipts and less unemployment. Veenis noted the progress made with setting up offices and staff for Noem.

James River Equipment received the 2010 Growth and Achievement Award, which was accepted by general manager Rodger Menn. Chapel said the John Deere Equipment dealership's new facility has become an anchor of the Lakeview Industrial Park. With the move from its former building south of Madison to its new location, James River kept its 22 jobs and added 15 more employees.

Chapel reviewed LAIC's efforts to grow and develop business in Lake County in 2010. He said businesses located in the

Lake County Unemployment Percentage				
2010	Labor Force	Employment	Unemployment	Rate
JAN	6,445	6,055	390	6.0%
FEB	6,560	6,185	375	5.7%
MAR	6,630	6,250	380	5.7%
APR	6,680	6,370	310	4.6%
MAY	6,740	6,425	315	4.7%
JUN	6,475	6,160	315	4.9%
JUL	6,510	6,185	325	5.0%
AUG	6,515	6,190	325	5.0%
SEP	6,480	6,200	280	4.3%
OCT	6,610	6,305	305	4.6%
NOV	6,540	6,215	325	5.0%

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

Statewide Unemployment Numbers				
2010	Labor Force	Employment	Unemployment	Rate
JAN	435,375	411,745	23,630	5.4%
FEB	436,625	413,530	23,095	5.3%
MAR	440,030	416,635	23,395	5.3%
APR	443,800	423,965	19,835	4.5%
MAY	445,760	426,010	19,750	4.4%
JUN	451,925	432,735	19,190	4.2%
JUL	453,685	434,330	19,355	4.3%
AUG	450,585	431,055	19,530	4.3%
SEP	442,610	425,080	17,530	4.0%
OCT	443,745	425,860	17,885	4.0%
NOV	442,200	422,930	19,270	4.4%

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

South Dakota Taxable Sales		
Year	Madison	Lake County
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	\$138,138,456.35	\$147,741,384.89
2010	\$124,721,812.69	\$134,951,297.59

2010 City of Madison Building Permits	
Month	Total cost
JAN	\$251,800
FEB	\$71,351
MAR	\$1,311,982
APR	\$1,754,278
MAY	\$4,786,700
JUN	\$473,754
JUL	\$309,470
AUG	\$212,050
SEP	\$215,038
OCT	\$1,642,436
NOV	\$75,961
DEC	\$51,800

Source: City of Madison

2010 Lake County Building Permits	
Month	Total cost
JAN	\$40,000
FEB	\$527,760
MAR	\$1,266,600
APR	\$844,322
MAY	\$1,753,503
JUN	\$1,010,100
JUL	\$1,761,501
AUG	\$501,218
SEP	\$711,451
OCT	\$962,740
NOV	\$530,500
DEC	\$388,365

Source: Lake County Drainage and Zoning Department

JAMES RIVER EQUIPMENT RECEIVES 2010 GROWTH AND ACHIEVEMENT AWARD

Congratulations to James River Equipment for receiving the 2010 Growth and Achievement Award. General manager Rodger Menn accepted the award. The John



JRE's new location in the Lakeview Industrial Park.

Deere equipment dealership's new facility has become an anchor of the Lakeview Industrial Park. Menn talked about the company's first year as being "great" and recognized David Davis, the new General Manager for the Madison location.

The John Deere dealership, owned by James River since 2005, has been in Madison for more than 50 years. With the move from its former building south of Madison to its new location, James River kept its 22 jobs and added 15 more employees.

LAIC ISSUES FIRST EMAP LOAN (CONTINUED)

Besides being a first-time homebuyer who resides and works in Lake County, EMAP loan candidates need to qualify for SDHDA and contribute \$500 of their own funds toward the purchase, Norby said.

Van Den Hemel, an assistant manager at Lewis, said the EMAP loan application was very simple on her part. All of the paperwork was done by her employer, bank officer and the LAIC.

LAIC Executive Director Dwaine Chapel said the program was designed to meet the needs of housing for the area workforce. "The program provides another opportunity to grow our community," Chapel said. "The LAIC Board of Directors would like congratulate Traci on the purchase of her home."

Van Den Hemel said she recommends other first-time homebuyers to ask their financial advisors about the EMAP loan and to know what they're getting into when buying a house. "It's an exciting thing but there's a lot involved with upkeep and maintenance," she said. Van Den Hemel said homeownership brings her a sense of responsibility and pride. "My hard work has gone into something," Van Den Hemel said. "My hard work has paid off."

EAST RIVER ELECTRIC'S NEW ADDITION TO BE LEED CERTIFIED

By Emmeline Elliott **Page 4**

Construction of the new addition to East River Electric Power Cooperative's headquarters continues to make steady progress.

East River Electric project coordinator Dean Feistner said the building is on schedule to be completed in February. Several jobs are happening at once - from electrical to sheetrock to HVAC to plumbing - and the work has moved inside with the installation of windows. Much of the work has been geared toward obtaining a LEED certification for the building, Feistner said. LEED (Leadership in Energy and Environmental Design) is the national standard to build for energy savings efficiency. "It's important for us to be a leader in energy innovation and the good use of energy resources," Feistner said.

The company is striving for a LEED silver certification, he said. To meet that goal, East River Electric plans to install a photovoltaic system on the roof to capture solar energy to use in the building. Light shelves are being put in a work area with large south windows and a slanted ceiling. By placing the shelves between the upper and lower panes of glass, the sunshine will bounce onto the ceiling and optimize the natural light in the room. A bike rack and shower will also be available. Wells are being drilled in the parking lot for geothermal energy, Feistner said.

"The HVAC system will be all geothermal," he said.

Once the new addition is complete, all employees and contents of the current main office building will move into the new headquarters, Feistner said. Even the address for East River Electric headquarters will change from 1st Street to Harth Avenue.

The original headquarters building will get its own overhaul next. Some office space will remain as part of the remodeling, Feistner said, but "one of the biggest changes is to create a training room."

Outgrowing the 75 person capacity in the board room where training presently takes place, the new East River Electric training room will hold about 144 people. Along with more individual space, the room will have Internet capability and audio conferencing. "It'll be a huge leap ahead of where we were," Feistner said.

The exterior of the current headquarters will have a brick finish that matches the outside of the new addition. Feistner said the whole block will be renovated as part of this project. Harth Avenue will become a one-way between 1st and 2nd streets south, making it more pedestrian friendly. The street will be rebuilt and several trees will be planted.

Feistner estimated the entire project will be completed by November 2011. The project's main contractor is Amert Construction, Feistner said. Other area businesses involved with the new addition include Barger Electric, Steve Alverson Masonry Construction, Reinicke Construction and Johnson Construction.

ANNUAL MEETING (CONTINUED)

Heartland Technology Center are expanding. Secure Banking Solutions is moving from the center into a new office building being constructed on S. Washington Avenue. The additional space could allow SBS to create another 40 jobs in the next three to four years, Chapel said.

The Center for the Advancement of Health Information Technology, another business in the Heartland Technology Center, plans to expand into the space vacated by SBS. Chapel said CAHIT's growth could add 15 more positions.

LAIC helped provide workforce training grants to six businesses to train 80 employees, Chapel said. The LAIC also created an Employer Mortgage Assistance Program to assist first-time homebuyers with down payment costs.

"[EMAP] is a great program and we're proud to be the first economic development office in the state to implement that," Chapel said.

New business developments in 2010 included Superior Homes' announcement to locate a new plant in Madison, Chapel said. The home construction business will add 15 to 20 new jobs in the next several months.

Chapel said one of the LAIC's goals this year is to work on retail business retention and growth. Several firearms companies have contacted the LAIC with an interest in moving to Madison, he said.

New commercials promoting weekend visits to Madison are regularly produced as part of a marketing strategy, Chapel said, as well as radio ads, a Buy Local campaign and updating the LAIC's Web site.

Salmonson said the LAIC will continue to focus Madison's assets of technology and industrial bases with a university background. "Lake County and the region are really poised for growth in the next few years," Salmonson said.

The success of the LAIC wouldn't be possible without the commitment and investment many community members place in Madison, Salmonson said. "It's all about team players," Chapel said. "It's a big team and we're all working together."

Officers joining Salmonson in 2011 include Mark Stoller, president elect; Floyd Rummel, vice president; and DeLon Mork, treasurer/secretary. The Board of Directors are Jeff Bloom, Karen Lembcke, Doug Knowlton, Chris Giles, Mike McDowell, Dustin Williams, and Paul Schultz.