



Clark school board meets in October

Clark superintendent Luanne Warren commented several times at the October Clark School Board meeting that the school year is off to a good start and the first nine weeks are coming to an end shortly and that means it will be parent-teacher conference time.

"One of my goals this year as middle/high school principal is to get more parent involvement for parent-teacher conferences," said Warren. "On the elementary and middle school levels it is very strong, but parents of high school students, especially for the second conference, aren't as apt to come and I would like to emphasize how

important it is to stay in communication, through parent-teacher conferences, all the way through high school."

As superintendent/principal, Warren then talked about the superintendent's side, saying that the auditors have been in Clark and that after the board meeting, she and board president Robert Steffen were scheduled to meet with the auditors for routine communications to go over everything.

In other business:

▲ No executive session was needed.

School board
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Clark Chamber board to re-write by-laws

The Clark Chamber of Commerce has two October promotions - Rooster Rush, for the pheasant season and Eat, Drink and Be Scary, for the last Saturday in October.

The Chamber board of directors met Friday and it was decided to thoroughly go through the by-laws on Wednesday, October 17.

Chamber secretary Jeanette Warkentien has retired/resigned, so the new secretary will be board

member Nichole DesLauriers and the new treasurer will be Melissa Mudgett.

Chamber board members include Melanie Smith, chairman, along with Clay Yeoman, Alyssa Makens, Bill Krikac, Mudgett, DesLauriers, Cassi Kottke and Trevor Forest.

Next Wednesday, October 17 is 'Support Your Local Chamber of Commerce Day'.

Gruenwald presented with 'Rotarians of Distinction' award



Rotary District Governor Dave Lorenz of Vermillion presents the certificate of Distinguished Service to Clark Rotarian Willie Gruenwald (center) recently at the 2018 Rotary District 5610 Conference and Celebration which was held in Vermillion.

Dala Albright on the right, President of the Clark Rotary Club, spoke at the awards ceremony on Gruenwald's distinguished 45 year service record. District Governor Lorenz added, "I am proud to be associated with such wonderful compassionate individuals. Too often we forget to say a public thank you to those who do so much good for their club and community."

"Every club needs a Willie Gruenwald," stated Clark Rotary Club president Dala Albright at last Tuesday's Rotary meeting.

She announced to club members that Gruenwald had been awarded the prestigious Rotarians of Distinction award at the 2018 District Conference and Celebration held over the last weekend in September in Vermillion.

This award is presented to indi-

viduals who through their service to their Rotary Club and community have distinguished themselves, even among all Rotarians who strive to place service above self. The recipients have traveled different paths in their Rotary service, but those paths have all resulted in a record of service that identifies them as Rotarians of Distinction. Ten people in total were given this award chosen from 1,800 Rotarians



The Ulyot Building in Clark was the site of the S.D. District 2 Legislative 'Meet and Greet', last Thursday. All District 2 candidates attended the event. Hosted by Clark County Farmers Union, moderator Gail Temple, third from left, visits with the candidates.

Left to right, incumbent senate candidate Brock Greenfield; house candidate Mike McHugh; Temple; senate candidate Paul Register and then three house candidates Kaleb Weis, Jenae Hansen and Lana Greenfield.

Election Day 2018 is slated for Tuesday, November 6.

S.D. District 2 legislative candidates come to Clark

The 2018 General Election is less than a month away and a South Dakota Legislative District 2 'meet and greet', sponsored by the Clark County Farmers Union, was held Wednesday at the Ulyot Building, in Clark.

Each legislative district in South

Dakota has two representatives in the House and one Senator. In District 2, a full list of candidates is running. For the House, republican candidates are Kaleb Weis, Aberdeen and incumbent Lana Greenfield, Doland. On the democratic ticket are Mike McHugh, Ab-

erdeen and Jenae Hansen, Turton. The Senate seat is being sought by democrat Paul Register, Redfield and republican incumbent Brock Greenfield.

This event lasted almost two hours and each candidate made the effort to come to Clark and a small

synopsis of each candidate as the introductions were made by the candidates include:

Lana Greenfield - "I am running as a multi-dimensional candidate. I am fiscally conservative and

Candidates
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in a four-state region.

"Be the Inspiration" was the theme for this year's conference and Peggy Brekke was the Rotarian delegated to write up Gruenwald's introduction for his award, Brekke's introduction is the source of this Courier feature.

Gruenwald has been a 45 year member of Rotary, joining since his move to Clark in 1973 with North-Western Public Service. Five years later he started his own business, Gruenwald Electric which is still active today.

Over the years in Clark, Gruenwald shared his time and talent with others by service to the fire department, 30 years as ambulance administrator, county coroner, deputy coroner, Knights of Columbus, Boy Scout master, Jaycees, boxing coach and teaching religious education at St. Michael Catholic Church. He says his best foot forward was becoming a member of Clark Rotary in 1974 shortly after his move to Clark. Both Willie and his wife Patty have proudly earned Paul Harris designations within the club.

Willie married his wife Patty in 1960 and together the couple has four children, 13 grandchildren and 11 great-grandchildren who know him as gentle, fair, firm and giving. These trademarks of his life were honed as a child and carried through to become the banner under which he lives. A farm boy with 14 siblings, he learned to work hard, do his share and make life count.

At the age of 13, a boxing promoter gave him the nickname of 'Willie'

as Wilfred is his given name. His boxing talent led him to four state championships - East and West River competing in both welter weight and middle weight. His boxing career had 80 wins and only nine losses in his career. He attended school in Zell, Polo and graduated from Redfield High School. Unloading train box cars and working in a church pew factory were his jobs before starting as an apprentice electrician. He installed the pews at St. Michael Catholic Church where he is a present member today.

1981 Baseball field updates

As a parent of two young sons, he was naturally interested in his boy's activities. One activity was baseball. He noted the dreary baseball diamond and suggested to a local banker that they get a committee formed in Rotary and raise money to improve the lighting. The light poles were weathered, eaten

Gruenwald (continued on page 3)

WEATHER			
Robert Cole - Official Weather Observer			
	HI	LO	PR
Oct. 2.....	58	46	.02
Oct. 3.....	72	27	0
Oct. 4.....	44	27	.36
Oct. 5.....	43	33	.04
Oct. 6.....	43	33	0
Oct. 7.....	44	35	.35
Oct. 8.....	44	38	.36
2018 precipitation to date	15.77		
2017 precipitation to date	22.03		



Willow Lake High School 2018 Homecoming Royalty is King Cutler Michalski and Queen Abbie Bratland. The pair will reign over the remainder of the Homecoming festivities after being crowned Sunday night during the WLHS coronation ceremony. Cutler is the son of Darin and Jessica Michalski and Abbie is the daughter of Curwin and Kim Bratland.

Michalski and Bratland reign at Willow Lake Homecoming

This is Homecoming week at Willow Lake High School with students and faculty all joining in the fun with special activities to celebrate this year's theme of 'Back to the Fifties'.

Homecoming Royalty were crowned at the coronation ceremony Sunday night. Abbie Bratland was crowned Queen and Cutler Michalski was crowned King. Other royalty candidates included Rayanna

Warkentien, Bryttany Wendling, Micah Burke and Jacob Prouty.

The Homecoming football game will be Friday, October 12 against Hamlin in Willow Lake. The Homecoming parade is scheduled for Friday at 1:00 p.m. with line up at 12:15 p.m. at the football field. The Willow Lake Student Council invites all area businesses to their parade. For any questions, call the school at 625-5945

Newspapers need readers, advertisers to sustain what matters in your community



By David Bordewyk

I recently had lunch with a college friend who was back in South Dakota for a few days when our conversation turned to newspapers and their future.

My friend Gary still subscribes to his hometown newspaper, the Grant County Review in Milbank. (In favor of full disclosure, Debbie Hemmer, who along with Holli Seehafer co-publishes the Review, is

president of our newspaper association this year.)

Gary told me that he knows more about what is happening in Milbank these days than he does about the suburban community outside Pittsburgh, Pa., where he has lived the past several years. There is no newspaper where he lives, Gary told me. He doesn't know what his property taxes will do next year, if the local school enrollment is up or down or what the big excavation project down the street from his home is all about. There is no local newspaper to tell him these things and to connect him to what's happening in the community.

"Not having a local newspaper leaves a hole," Gary told me.

Having grown up in South Dakota, Gary knows the value and importance a newspaper brings to

a community. The fact that many years later Gary still subscribes to his hometown newspaper speaks to that value and allegiance.

That is why newspapers matter. And, as the theme for this year's National Newspaper Week celebration highlights, that is why "Journalism matters. Now more than ever."

As we carried on our lunch conversation about newspapers and the challenges facing the news media industry these days, Gary asked me if the turbulent times and seemingly daily vitriol at the national level were impacting newspapers in South Dakota.

No, I didn't think so, I told Gary. But certainly other forces and trends are at work that indeed are impacting newspapers.

Those of us in the news business

talk a lot about the value of subscribing to your local newspaper. We urge people to support their local newspaper by buying it and reading it. News that informs you about your local community has value and it's important to recognize that value by subscribing to your local newspaper.

But beyond just newspaper readership is the very significant role that advertising has in a newspaper's economic sustainability. Subscriptions alone are not enough to keep a newspaper's doors open.

And never before has there been more competition for a business's advertising and marketing dollars. Especially the past 20 years or so as advertising on the internet has exploded. Isn't it amazing how you can search online for something and then suddenly that thing be-

gins showing up in ads everywhere you go on the internet?

Just two companies - Facebook and Google - account for two thirds of all digital advertising sold in the United States these days. Billions of dollars in advertising sold annually by these two companies alone. More than just dominate the online advertising world, some say Facebook and Google control it. A "digital duopoly" is the term used to describe their dominance.

And that digital dominance reverberates throughout the news media landscape, even among South Dakota community newspapers.

All of which is a winding way to the point I wish to make: South Dakota newspapers - especially ink-on-paper newspapers - continue to be the go-to source locally for advertising.

The bottom line is that we need advertisers to continue to utilize their local newspaper not only because it will help sustain that local newspaper and local journalism, but also it's good for business. Advertising in the local newspaper works.

Keep informed about what's happening in your community by subscribing to your local newspaper. Keep in mind the reach and value of your local newspaper when you need to advertise. Doing those things are good for what matters for newspapers and for journalism in South Dakota and beyond.

David Bordewyk is executive director of South Dakota Newspaper Association, which represents the 125 weekly and daily newspapers in the state. Oct. 7-13 is National Newspaper Week.