



PO Box 1021 | Pierre, SD 57501
605-224-8241 | 1-800-257-3736
Fax: 605-945-0417
www.sdseo.org

NON PROFIT ORG
U.S. POSTAGE
PAID
Pierre, SD
Permit No. 123

ADDRESS SERVICE REQUESTED

Our cyberhome! www.sdseo.org



Like us on Facebook!
www.facebook.com/my.SDSEO



Follow us on Twitter! @MySDSEO

— ASSOCIATE MEMBERS —

Aberdeen
Time Works

Brookings
Comfort Inn

Pierre – Fort Pierre
American State Bank of Pierre
Anderson Dental
Animal Clinic of Pierre, PC
Audiology Associates
BankWest Inc.
Beck Motor Company
Beemer & Bartlett Eye Clinic
Burke & Associates Real Estate
Country Carpet & Flooring
Delta Dental of SD
Dentistry at the St. Charles
Factor 360
Fischer Rounds & Associates
Governor's Inn
Graham Tire Company
Hogen's Hardware Hank

Nystrom Electric Contractors, Inc.
Oahe Federal Credit Union
Oahe Veterinary Clinic
Pierre Economic Development Corporation
Pierre Flower Shop/
East Pierre Landscaping & Garden Center
Pryntcomm
Reinke Gray Wealth Management
Robins Water Conditioning
St. Mary's Healthcare Center
www.st-marys.com
ServiceMaster of Pierre
Smith Plumbing, Inc.
Stulken, Petersen, Lingle and Walti, LLP
Vilas Clinic Pharmacy
W.W. Tire Service, Inc.
Wegner Auto Company
Wells Fargo Bank

Redfield
Turtle Creek Federal Credit Union

Spearfish
Guadalajara Mexican Restaurant & Bar



The *SDSEO Times*

April 2012 | Volume 1 | Issue 1

PO Box 1021 | Pierre, SD 57501 | 605-224-8241 | 1-800-257-3736 | Fax: 605-945-0417
office@sdseo.org | www.sdseo.org

— IN THIS ISSUE —

From the Executive Director ...1

DON'T FORGET:
2012 House of Delegates2

SDSEO Website/Social
Media Boom2

REVIEW: 2012 Legislative
Session Highlights2

You should know3

SDSEO Board News3

Notables3

Scholarships3

Associate Members4



Working for You!

*Since 1972, advocating for the
rights and value of South Dakota
state employees.*

From the Executive Director



It's been tremendous serving as the executive director of the SDSEO since mid-December 2011. It's been an exciting, growing time.

Positive changes for the SDSEO include a new brochure, the resumption of the newsletter, movement to a new website content management system, the addition of some new members, and new outreach. Positive changes for state employees were the passage and enactment of HB 1137 (which contained the state-employee bonuses), a 3% salary policy, movement to job worth and career banding, and the addition of the Roth IRA.

This newsletter will cover some of the positives in more detail, but I want to reflect here on outreach. We have worked a great deal in these last several months on outreach and communications, the key being positive outreach and positive communications. We want interactions with the SDSEO to be positive, all of the time.

This newsletter is intended to be outreach to you: the SDSEO member.

(This newsletter issue is also being sent to all legislators and all legislative candidates.) But this newsletter is particularly focused at reaching the member who has not visited the SDSEO website or the SDSEO Facebook and Twitter pages in the last several months. Those outlets provide instant access and can be updated from anywhere with an Internet connection, and oftentimes I use my smartphone to post items. Many times this last legislative session I posted straight from committee and House and Senate hearings—talk about immediate access.

None of the information in this newsletter, including this column, is “new” to the regular SDSEO-website, -Facebook, and -Twitter user. I have posted many, many times the amount of information at those locations than this newsletter contains. Please visit our website, “like” our Facebook page, “follow” our Twitter feed, and take full advantage of your opportunities as an SDSEO member.

About me: In order to save newsletter space, I'd like you to go to the SDSEO website for this information. At www.sdseo.org, please click on the Executive Director tab.

— Eric Ollila, Executive Director

REVIEW: 2012 Legislative Session Highlights

Passed into law

HB 1028, Bureau of Personnel clean-up; among other things, it changes the name of BOP to Bureau of Human Resources (effective July 1, 2012)

HB 1137, contained the state-employee bonuses

SB 29, established the Roth IRA within the South Dakota Retirement System (SDRS)

SB 197, the general appropriations bill

Defeated

HB 1054, a bill to amend worker's compensation law and allow for out-of-state doctors to be utilized

HB 1262, a bill that would have prohibited public employees from participating in collective bargaining

More passes

SB 6, Criminal background check for certain state employees

SB 30, Allow for establishment of alternative benefit enhancement methodology

SB 31, SDRS provision clean-up

SB 34, DOL provision clean-up

SB 106, Disclosure of public employee contracts

SDSEO Website/Social Media Boom

The SDSEO website, www.sdseo.org, has boomed. Our current content management system (or CMS, it's what holds the website together) is limited, so we don't have actual analytics for the site. Anecdotally, both SDSEO members and non-members go there, as do quite a few media members and people that work in politics. If you haven't been to the website recently, please visit and explore.

The website has changed over the last few months. Much of the initial work was "cosmetic," with fonts and page layout standardized. But a few sections have changed, and one section has been added. Revised sections are Join! and SDSEO Member Benefits. The new section is Notes. Notes has proven to be very popular since it came online Feb. 1, and most of the website's views are of that page.

The website will change dramatically soon, however, as a new CMS will be leased and will come online in April or May. The new CMS will have analytics, form-creation capability, an SDSEO members-only side, and many other functions and capabilities that our current CMS doesn't have. Most of the "new" CMS features are actually pretty standard nowadays; it's just that the current CMS was essentially a "pilot" site many, many years ago.

Our primary goal for the website is for it to be both a membership driver and a membership supporter. The current CMS allowed us to do a lot of outreach

in the last three months, and satisfy to some degree our website goals. The new CMS will enhance our capabilities substantially.

Social media has become increasingly important over the last several years. As has happened with the website, the SDSEO's Facebook (www.facebook.com/my.SDSEO) and Twitter (@MySDSEO) accounts have been updated over the last three months. The Facebook account now has at least one post each workday, and during the legislative session there were many more daily posts.

We use Facebook as method to both present and link to information, so there are original posts, "shared" news posts, and many posts have links to the SDSEO website. As of April 16, 2012, the SDSEO Facebook pages had 266 "likes," which is 132 more than the SDSEO had on Dec. 16, 2011.

The SDSEO Twitter account is used primarily as a resource link, so all Twitter posts are either "re-Tweets" or have links to SDSEO website posts. As of April 16, 2012, the SDSEO Twitter account had 55 "followers," including several media members, legislators, and other public officials. As of the same date, the SDSEO followed 118 feeds.

As time passes and more pieces of the SDSEO's outreach and communications strategies and infrastructure are put into place, look for the SDSEO to expand its Facebook and Twitter posts to include such things as polls, games, and contests.

SDSEO Board News

Retirements

Retirements and expiring terms to affect Executive Board. Nominations for Executive Board positions will be accepted and the positions filled via delegate votes at the 2012 HOD:



SDSEO Executive Board president **Mary Kidwiler**, Chapter 12 (Brookings), will retire on May 21, 2012. She has served South Dakota as a state employee for 38 years. Kidwiler is currently a program assistant in South Dakota State University College of Agriculture & Biological Sciences' academic programs office. Kidwiler

joined the SDSEO in the early 1980s.

SDSEO Executive Board vice president **Richard "Rick" MacDonald** will retire on Jan. 21, 2013. MacDonald will retire as a computer support analyst for the South Dakota School of Mines & Technology. MacDonald joined the SDSEO in 1998 and served as the president of Chapter 6 (Rapid City), and he served on the executive board several times.



Expiring Terms

SDSEO Executive Board treasurer **Brian Moore**'s three-year term is expiring.

SDSEO Board member **Garrett Stevens**' two-year term is expiring.

Notables

Bonnie Sheridan, Huron (Chapter 12), retired April 5 after 36 years with the Department of Social Services. Sheridan was a career-long SDSEO member and served as the secretary and treasurer for Chapter 12. She has been nominated for Honorary Lifetime Membership. The Executive Board will vote on the nomination prior to the 2012 House of Delegates.



L to R, SDSEO President Mary Kidwiler, SDSEO Board Member Roger Woodworth, SDSEO Executive Director Eric Ollila, Bonnie Sheridan.

You should know...

- It is legal for state employees to have any and all manner of political signs on their "land" property, from yard signs to billboards.
- It is legal for a state employee to have affixed political bumper stickers, window stickers and clings, and magnetic signs that attach to a vehicle's body, including when parking at one's government jobsite on government property.
- It is *not* legal for state employees to have on their vehicle on their government jobsite something that may be considered to be a superstructure in addition to the vehicle. So, for example, one cannot have a wood-framed political sign atop their vehicle and park it at their government jobsite on government property.



2011 SDSEO Scholarship Winners

Evan Stroeder — Mobridge, Chapter 19
South Dakota State University, civil engineering

Caitlin Gerdes — Rapid City, Chapter 6
South Dakota State University, biology-biological sciences

Bridgette French — Huron, Chapter 12
Northern State University, banking and finance

— 2012-2013 SDSEO Scholarship Forms —
Available at www.sdseo.org or on request from the SDSEO office.

— DON'T FORGET: 2012 House of Delegates —

Date: April 27-28
(intent is to allow for check-out and travel
back home on April 28)
Registration: 5 p.m.

Location: Ft. Pierre,
Casey Tibbs South Dakota Rodeo Center
Lodging/more information: 1-800-257-3736;
office@sdseo.org; PO Box 1021, Pierre, S.D. 57501