

November 2025

# Horizons

A Golden West Customer Newsletter  
& Award-Winning Publication

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## Style with a Shot of Espresso

A family brews their dream boutique together  
in their hometown with community support.

# Style with a Shot of Espresso

A family brews their dream boutique together in their hometown with community support.

Brandi, Allison, and Brooke run Maeday Coffee & Boutique, offering unique menu items and hand-picked clothing collections.

A fresh aroma of coffee and friendly smiles greet customers as they walk through the doors of Maeday Coffee & Boutique in the morning. Brandi Pravacek and her daughters Allison Pechous and Brooke Heisinger serve coffee and style in downtown Scotland for their neighbors and visitors.

**“M**y mother, sister, and I love providing a clothing and coffee option to our hometown,” Allison says. “We saw such growth when we first started from community support that we wanted to keep a space big enough for people to gather.”

Maeday Coffee & Boutique gives visitors and locals a place to enjoy fresh coffee, seasonal fashion, and time together. The menu includes acai bowls on Thursdays, occasional baked goods from a local bakery, and healthy drink alternatives, along with many popular coffee drinks.

The three women work together on different aspects of daily business. Allison manages social media and day-to-day operations, Brooke oversees business and finances, and Brandi works behind the scenes managing supplies and attending to other duties.



### From online to local

Before Maeday was a coffee shop, the three ran Lillie Mae's, an online fashion store named after Brandi's grandmother. In 2022, when the only coffee shop in Scotland announced its closure, the family stepped in to take over, now

running two businesses.

“It was crazy how much growth we experienced at first, and it became clear we needed more space,” Allison says. “We combined both businesses into Maeday Coffee & Boutique to retain our grandmother's name.”

After renaming, they moved into Rettedal's downtown in 2024, a department store run by Dean and Karen Rettedal. Though the couple retired after 45 years, they still return often; Karen now works part time at the coffee shop to stay connected. ▶

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### Coffee coming full circle

After earning her degree in entrepreneurial studies and ag business from South Dakota State University, Brooke made her dream of owning a business a reality. Allison soon joined her, and together they've created a space that attracts and impresses visitors with its atmosphere and coffee.

Allison used her master's degree in education to teach in Texas until she realized the area wasn't for her. She moved back to South Dakota to be near her family and friends, who serve as her support system. After getting engaged, Allison and her now husband moved back to Scotland, where the entire family live within five miles of each other. She loves working with her

family and the many college and high-school employees.

"It's really nice to have people from the area working for us," Allison says. "Everyone has family nearby and has been here a while, so it's great getting to know people; we can celebrate birthdays or invite them to weddings, which wouldn't be possible in a big city."

### Wi-Fi that works

Maeday Coffee & Boutique uses Golden West for every sale they make as well as Wi-Fi for customers. Allison says people come to her coffee shop for a change of scenery, an option used especially by remote workers and students.

Since opening the doors for Maeday, Allison says there hasn't been a single

internet issue. During her pregnancy, Allison also used her home internet service for work, which she says was especially helpful because of Golden West's reliability.

### Home-grown connection

Building relationships with customers means a lot to Allison. She says it's rewarding to experience small-town life. She explains that everything fell into place for her family and herself returning to Scotland.

"Living in a small town is right where I wanted to be," Allison says. "It's rewarding to see younger families moving back, and I'm happy to see so many people I've known for years finding success, growing, and flourishing."



"Living in a small town is right where I wanted to be."

- Allison Pechous





L to R: **Craig Lafferty** of District IV, **Jade Hlavka** of District I, **Lincoln Smith** of District II, **Jason Birkeland** of District VII, and **Murdock Arthur** of District VI.

# Golden West members elect directors to board at 73rd Annual Meeting

**M**ore than 150 Golden West members gathered in Wall on Sept. 27 for the 73rd Golden West Telecommunications Cooperative Annual Meeting. Members in attendance heard updates about the cooperative, voted to elect candidates for the Board of Directors, and won prizes.

## President and CEO highlight support in rural connections

President Randy Koerner led members in the Pledge of Allegiance before introducing the Board of Directors. He welcomed guests in attendance and discussed Golden West's continued efforts to serve and sustain rural communities, sharing ways fiber-optic internet access has benefited members in Jones County.

Koerner then turned the microphone

over to CEO and General Manager Nick Rogness. Rogness reviewed information about the cooperative's continued investment in infrastructure, innovative services, and communities.

"Across the South Dakota heartland, where tight-knit communities define the way of life, Golden West works to help families live fully in the places they call home," Rogness said. "The cooperative will continue to invest, innovate, and create connections – one mile of fiber, one connection, one story at a time."

## Newly elected directors

After hearing pre-recorded speeches from candidates, members cast their votes for open board positions. The in-person votes were combined with votes cast in advance online or by mail. Of the five seats up for

election, four candidates were elected to full four-year terms while the candidate in District II was selected to fill a term with one year remaining.

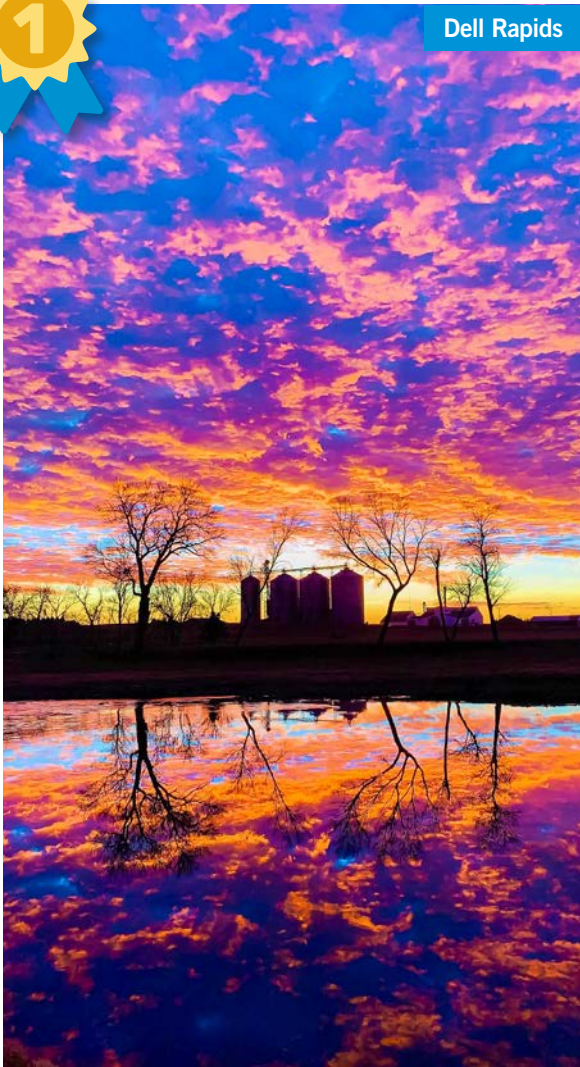
Those elected included Jade Hlavka of Howes serving District I, Lincoln Smith of Philip serving District II, Craig Lafferty of Mission serving District IV, Murdock Arthur of Interior serving District VI, and Jason Birkeland of Gregory serving District VII.

## Winners and wrapping up

Before the meeting concluded, dozens of members won door prizes, including gift cards, pots of "gold," and beef certificates. The \$500 grand prize went to Victor and Gloria Marma of Custer. The cooperative's 74th Annual Meeting will take place on Saturday, Sept. 26, 2026.

# Capturing your community

Over 200 members submitted entries to the Golden West photo contest this year. They snapped local landscapes and beautiful scenery from their community for other members to review and vote. These three winners received the most “likes” on the Golden West Facebook page.



Dell Rapids

**Julie Baumberger** of Dell Rapids won a GoPro Camera.



Kadoka

**Tyra Fugate** of Kadoka won a \$100 Visa Gift Card.



Porcupine

**Maria Helper** of Porcupine won a \$50 Visa Gift Card.

# New look, better webmail

Golden West upgraded its webmail platform on Oct. 14 with added features that provide improved functionality while still being simple, safe, and reliable.

## Fresh webmail features

Email subscribers can try out the upgraded webmail anytime by clicking a link on the login page. The new webmail interface will replace the prior version on Dec. 1, 2025. The new platform features a modern design with an easily accessible help button and can be set up to display your local weather.

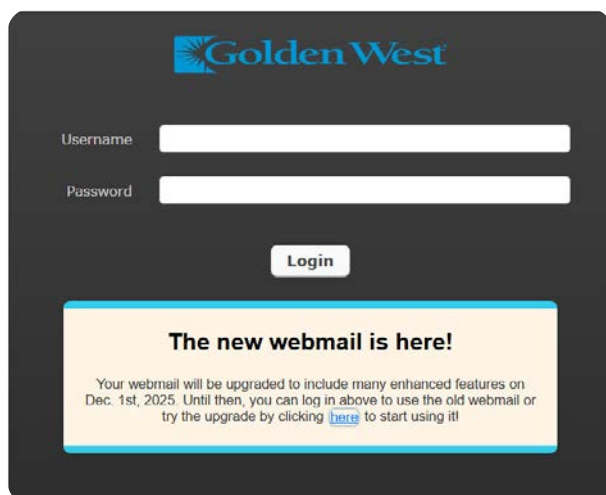
### Several new features improving convenience and security include:

- The ability to reset your email password directly in webmail.
- Options to download your messages into a file for backup.
- Tools to schedule or set out-of-office auto-reply emails.
- Two-factor authentication using a second email.

The upgrade features several new skins, or layouts, to quickly change the look of your webmail's inbox. The current "Larry" skin, which is not mobile-friendly, will be discontinued as part of the final update.

## Call for assistance

Golden West remains committed to providing tools that make communication easier while keeping your information secure. For more details and a user's guide, visit [goldenwest.com/webmail](https://goldenwest.com/webmail). If you need assistance logging in or navigating the new platform, the Golden West Help Desk is available at 1-855-888-7777, option 1.



Test drive  
the new  
upgrade  
NOW!

## How to add security with 2FA

**Two-factor authentication (2FA)** adds a second layer of protection by requiring a verification step in addition to your password. The new version of webmail allows you to verify your email account using a second email address.

### Set it up in three easy steps:

1. **Log in to your webmail account.**
2. **Click on Settings, then Two-Factor Authentication.**
3. **Enter another email address, verify it by clicking on a received email, and you're done!**

### How does it work?

By using a second method of verification, you can ensure hackers can't get into or lock you out of your webmail account. Think of it like having a key to your door lock and deadbolt. You can now verify your webmail login using a message received in the other email account you added.

If you prefer using your phone or tablet for 2FA, download the Duo Mobile app and set this up in the same settings screen in webmail. The app is available for free in the Google Play Store or Apple Store.



**Duo Mobile App**



Electronic Service Requested

PRESORTED  
STANDARD  
US POSTAGE  
**PAID**  
RAPID CITY, SD  
PERMIT NO. 618

## 2025 GOLDEN WEST HOLIDAY HOURS

### Closed All Day:

- **Thursday, November 27**  
*Thanksgiving Day*
- **Thursday, December 25**  
*Christmas Day*
- **Thursday, January 1**  
*New Years Day*

### Closing at Noon:

- **Wednesday, December 4**  
*Christmas Eve*
- **Wednesday, December 31**  
*New Years Eve*

The Help Desk is open 24/7/365  
if you need assistance.

# WIN BIG SHOP LOCAL

Customer Appreciation Giveaway

## Win a Local Shopping GIFT CERTIFICATE UP TO \$500

- |               |                        |
|---------------|------------------------|
| 1 Grand Prize | \$500 Gift Certificate |
| 2 Runners-Up  | \$250 Gift Certificate |
| 20 Winners    | \$100 Gift Certificate |

Register to WIN at:  
[theexchangesd.com/giveaway](https://theexchangesd.com/giveaway)

You must be a Golden West residential customer and be at least 18 years of age to register. Only one entry and prize awarded per household. No purchase necessary. **You must list a local merchant's name when you register. The retail or service-based merchant must be in a Golden West community.** The value of the gift certificate must be spent with only one merchant. **Entries close at 8 a.m. on Friday, Dec. 5, 2025.** Drawing will be held and winners will be posted on the Golden West Facebook page and website by 5 p.m. that day.

Those without internet access can call  
1-855-888-7777, option 3 to register.

**Golden West**  
Connecting you to what matters most.



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