



Soccer playoffs: It isn’t just the boys making history for Watertown

SPORTS, 1B

SERVING THE GLACIAL LAKES REGION OF SOUTH DAKOTA AND MINNESOTA SINCE 1887

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USD opens center for sales students

Morgan Matzen
Sioux Falls Argus Leader
USA TODAY NETWORK

The University of South Dakota has opened a new Sales Center in the Beacom School of Business that campus leaders say will train the next generation and shape the future of sales leadership.

It’s the only public university in

South Dakota with a Sales Center or sales certificates, dean Klaus Beckmann said. USD announced the Sales Center in December 2025 and cut the ribbon on the space Friday, Oct. 2, during the university’s homecoming festivities.

The Sales Center is “part of our mission to develop future business leaders and meet regional business needs to foster growth in South Dakota and the region,” Beckmann said, adding the

school is “always looking to stay abreast of industry needs and implement a curriculum that makes students the best fit for jobs.”

This fall, USD started offering both an undergraduate and graduate certificate in sales that covers the technical expertise and human skills needed to excel in professional selling, as well as time management, resilience and emotional intelligence, according to USD’s website.

Certificate courses also cover sales methodologies, customer relationship management software, business competencies, negotiation, communication and strategic relationship management. The certificates are open to students of all majors as well as non-degree-seeking students looking for career development.

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Loud sounds have hidden health risks



When using power tools, lawn equipment or other machinery, wear properly fitted earplugs or earmuffs from the start, rather than waiting until the noise becomes uncomfortable. PHOTOS BY GETTY IMAGES

Noise pollution a serious but often forgotten hazard

Laura Coco
San Diego State University | THE CONVERSATION

The human body is remarkably good at getting used to the environment around it. You’ve probably experienced this if you’ve ever gone to a matinee and emerged from the dark theater into sunshine. Your eyes sting, so you squint and shield your face until they adjust to the bright sunlight. • In the same way, the body can grow accustomed to constant noise. With repeated exposure to traffic, leaf blowers, construction, loud music, crowded restaurants, fitness classes and sporting events, you can become accustomed to loud environments. Over time, what once seemed unusually loud may barely register.

See **NOISE**, Page 5A



Hearing damage is only part of the story. Noise acts as a stressor, activating the autonomic nervous and endocrine systems and affecting heart rate, blood pressure and other physiological processes.

Ex-Gov. Janklow’s daughter dies at 56

Shonna Haugen was well-known SD chef

T.J. Rhodes
Sioux Falls Argus Leader
USA TODAY NETWORK

Late former South Dakota Gov. Bill Janklow’s daughter, Shonna Lynn Haugen, died at age 56.

A Sioux Falls resident, Haugen was a well-known chef in the area, working at restaurants such as Parker’s Bistro and Ovations Dining Services, as well as the kitchen of TLC Tallgrass before opening her own restaurant in July 2016: Old Soul Cafe, which has since shuttered.

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Shonna Haugen opened Old Soul Cafe and Catering in 2016 in Sioux Falls. JAY PICKTHORN/ARGUS LEADER MEDIA FILE

CA leaders condemn Trump’s remarks

James Ward
USA TODAY NETWORK

A comment by President Donald Trump during an Oct. 5 campaign rally in Nebraska sparked immediate backlash from California leaders after he appeared to suggest that the potential destruction of Los Angeles or San Diego would be “a small price to pay” amid tensions tied to the war with Iran.

Speaking at a midterm election rally in Grand Island, Nebraska, Trump discussed higher gasoline prices resulting

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