



Looking Out For Your Financial Future

November 1, 2005

City of Rapid City  
Growth Management Department  
300 Sixth Street  
Rapid City, SD 57701

Dear Ms. Bulman,

Sentinel Federal Credit Union is in receipt of your communication dated October 10, 2005, advising us that the prior address we were given in June, 4011 Heartland Drive, was being changed to Quality Boulevard.

We strongly oppose this proposed change, as do our fellow business landowners on Heartland Drive.

We feel the address should remain Heartland Drive for the following reasons:

- It is important to us that the public is able to locate our credit union easily, due to the competitive financial business that we represent. The name Heartland Drive would link us to the well known landmark, Heartland Express, which the public would be able to easily identify and locate as well as 911 Emergency.
- We have already printed almost \$2,000 in marketing materials with the Heartland Drive address. We should not have been given this address if the city had intentions of changing the name.
- Our research indicates that there are few current streets with the name Heart in the street name. Will the City Planning Department be changing other street names that sound too similar? For instance, there are 10 street names that incorporate the word green.

Again, we feel strongly that the name of the street should remain Heartland Drive.

We will be attending the November 10, 2005, planning date and will be available for questions or comments.

Thank you for your consideration in this matter.

Sincerely,  
**Ben Treadwell**

Ben Treadwell,  
Chairman Board of Directors

Nancy Ellwein,  
President/CEO

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