








Meet the demands of the market

Aligning with Stockholders

Driving Performance

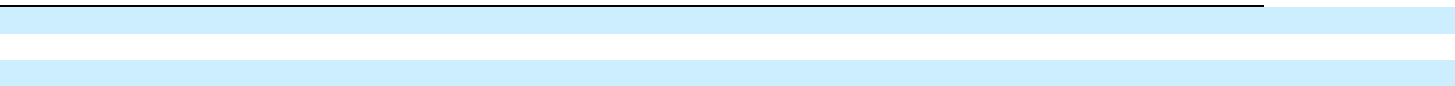
Role of Management in Determining Compensation

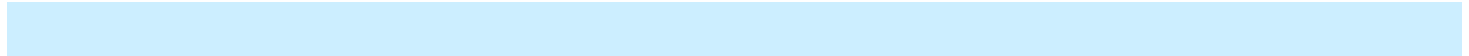
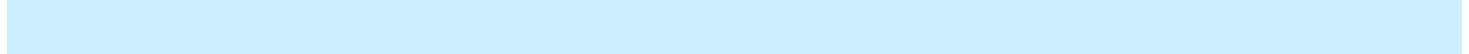
Compensation Elements

Base Salary

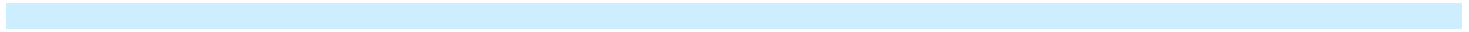
Quarterly and Annual Incentives

Base Salaries

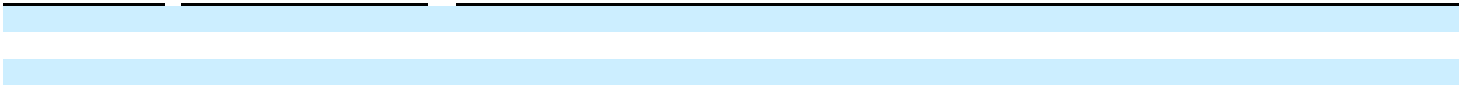




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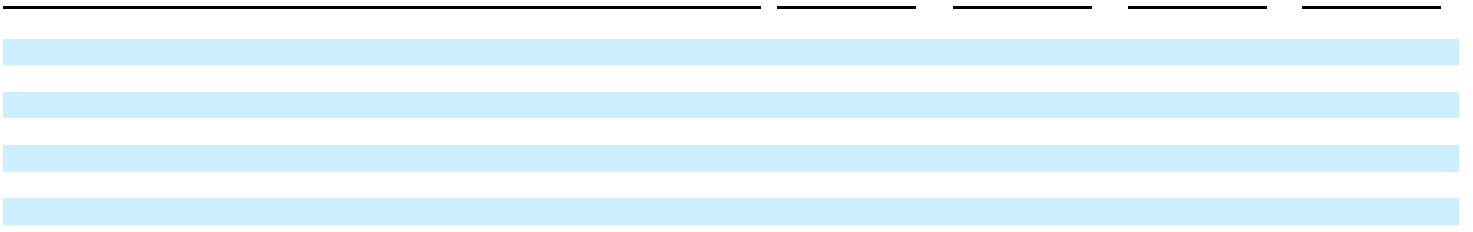
Fiscal Year 2017



[Redacted]

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Stock Awards

Other Stock-Based Awards

Cash Awards

Dividend Equivalents

Transfer Restrictions.

Adjustment for Certain Corporate Changes.



Tax Consequences to Participants.

Stock Options

Non-Qualified Stock Options.

Incentive Stock Options.

Stock Appreciation Rights.

Restricted Stock.

Restricted Stock Units, Performance Awards, and Dividend Equivalents

Cash Awards and Stock Awards.

Other Stock-Based Awards.

Tax Consequences to the Company.

1000



Shares Available





Exercise Price

Option Term

Time and Method of Exercise

Incentive Stock Options.

Restricted Stock and Restricted Stock Units

Restrictions

Issuance and Delivery of Shares

Performance Awards

Stock Awards

Other Stock-Based Awards and Cash Awards

Dividend Equivalents

Consideration for Awards

Awards May Be Granted Separately or Together



Governing Law

Severability



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RAPID CITY, SD 57701

ELECTRONIC DELIVERY OF FUTURE PROXY MATERIALS

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