

## Jensen's True Value

The driving force of the brother-sister owner duo of Jensen's True Value lies in the future — and a strong desire to make sure their beloved Wessington Springs has a place in it.

Ryan Jensen and Lisa Younie take pride in giving customers the convenience of finding anything they need to paint, repair or decorate their whole house without ever having to leave town.

"We do it for our community," Jensen said matter-of-factly. "We want to help provide the amenities that are not only going to keep people in Springs but also to keep our town vibrant and relevant for a long time so that the kids the community is raising up now want to— and have the opportunity to — come back."

For Younie motivation comes from knowing her customers well, developing friendships and being able to offer precisely what they're looking for without having to leave Main Street.

"We try our hardest to bring in anything they're looking for. Plus we personally pick out unique items that you just can't find in a big box store," she pointed out.

For Jensen, who also owns the grocery store with Younie, running businesses in a manner that helps not only the bottom line but helps the community is vital to ensuring that Wessington Springs flourishes for generations to come.

"We try very hard to do everything we can locally," he said. "Because our community supports us, we can give support to the community."

