



April 18, 2006

Russell Olson
Heartland Consumers Power District
P.O. Box 248
203 W. Center Street
Madison, SD 57042

I am writing on behalf of the Greater Madison Area Chamber of Commerce to convey our support of the "SD Highway 34 Four the Future" project.

Recently, a group has formed to market Madison's assets. The marketing campaign will develop interest in tourism and economic development opportunities, thus resulting in higher traffic to the Madison area. SD Highway 34 is already highly trafficked, but due to our marketing efforts, we anticipate a greater increase in travel to the area.

A four lane highway is certainly a more appealing travel route to our community. As a result, Madison's accessibility to Interstate 29 would pave the way to a multitude of expansion opportunities. Surely, four lane travel would boost driver safety, a vital consideration in this proposal.

I invite the South Dakota Department of Transportation to seriously consider the "SD Highway 34 Four the Future" project, as its benefits to the Madison area will be exponential.

Sascha Albrecht