



Buffalo Bytes



When viewing on a mobile device- please scroll down and click on "view entire message" to view Buffalo Bytes in correct formatting

CUSTER CONNECTIONS



Let's be real. Elevator pitches can feel like a late night infomercial... a robotic recitation of what your

Let's be real. Elevator pitches can feel like a late-night infomercial—a robotic recitation of what your business does with an added exclamation point at the end. But for business owners and sales professionals, every interaction is an opportunity. A truly effective elevator pitch transcends mere information delivery.

It's about forging genuine connections that can blossom into leads, partnerships, and lasting relationships. It's about making those precious few seconds count, not just for what you say, but for how you make the other person feel.

What most people get wrong in their elevator pitch is that they make it sound like a commercial and all about them, when it should be about your audience.

Forget the rigid templates and the pressure to cram every detail into a thirty-second spiel. This isn't about broadcasting; it's about initiating a conversation. The key lies in shifting your focus from simply explaining your business to creating a spark of interest and establishing a human connection.

If you take nothing else from this article know that:

the pitch must ignite interest

The Psychology of Connection in Brief Interactions

Humans are wired for connection. Even in brief encounters, we subconsciously seek common ground, shared values, and genuine interest.

Your elevator pitch should tap into this innate desire. Instead of launching into a list of features and benefits, start with a relatable problem you solve or a shared passion that drives your business.

Think about your ideal client or contact. What are their pain points? What are their aspirations? Craft an opening that acknowledges their world and subtly positions your business as a potential solution or a valuable resource. This approach immediately makes the interaction less transactional and more empathetic.

Storytelling Elements That Resonate

While quick is crucial, weaving in a concise narrative “elevates” your pitch. Instead of saying, “We offer marketing solutions,” try something like, “I help small business owners who are overwhelmed by social media finally find a consistent way to connect with their customers and grow their brand. I saw my own sister struggle with this, and that’s why I started [Business Name].” This personal touch and the hint of a story make your pitch more memorable and relatable.

Focus on the *why* behind your business. What motivates you? What impact do you hope to make? Sharing a sliver of your passion can create an emotional resonance that facts and figures alone can't achieve.

Tailoring Pitches to Different Personality Types

Not everyone responds to the same approach. Observe the person you're speaking with. Are they direct and results-oriented? Focus on the tangible benefits and your track record. Are they more relationship-focused? Emphasize collaboration and shared values.

Having a few variations of your pitch allows you to adapt to different personalities and contexts. Practice delivering each version so it feels natural and authentic, rather than

forced.

The Importance of Active Listening Post Delivery

Your elevator pitch isn't a monologue; it's the opening line of a potential dialogue. Pay close attention to the other person's reaction. Are they asking questions? Are they nodding in understanding? Are they looking over your shoulder to be bailed out of the conversation the moment they see someone they know? Use their cues to guide the conversation.

Be prepared to elaborate on specific points that pique their interest. This shows you're genuinely engaged and interested in their needs, not just delivering a pre-rehearsed script. A thoughtful question in return can further deepen the connection and open doors for future interaction.

Ultimately, a successful elevator pitch is less about perfection and more about authenticity. It's about conveying your passion, highlighting your value, and making a genuine connection in a short amount of time. By focusing on building rapport and leaving a lasting impression, you transform a brief encounter into a potential steppingstone for long-term growth and meaningful relationships.

So, ditch the robotic recitation and embrace the art of the connection – and your pitch will get you all the way to the top floor.

*Christina Metcalf is a writer and women's speaker who believes in the power of story. She works with small businesses, chambers of commerce, and business professionals who want to make an impression and grow a loyal customer/member base. She is the author of *The Glinda Principle*, rediscovering the magic within.*

Medium: @christinametcalf

Facebook: @tellyourstorygetemtalking

Instagram: @christinametcalfauthor

LinkedIn: @christinagsmith



Dawn Murray
Executive Director

IMPORTANT ANNOUNCEMENTS



CHAMBER STAFF

Dawn Murray
Executive Director
dmurray@custersd.com

Fred Baumann
Information Associate
fbbaumann@custersd.com

Pat Hattervig
Information Associate
phattervig@custersd.com

Adrianna Burgess
Office Assistant
assistant@custersd.com

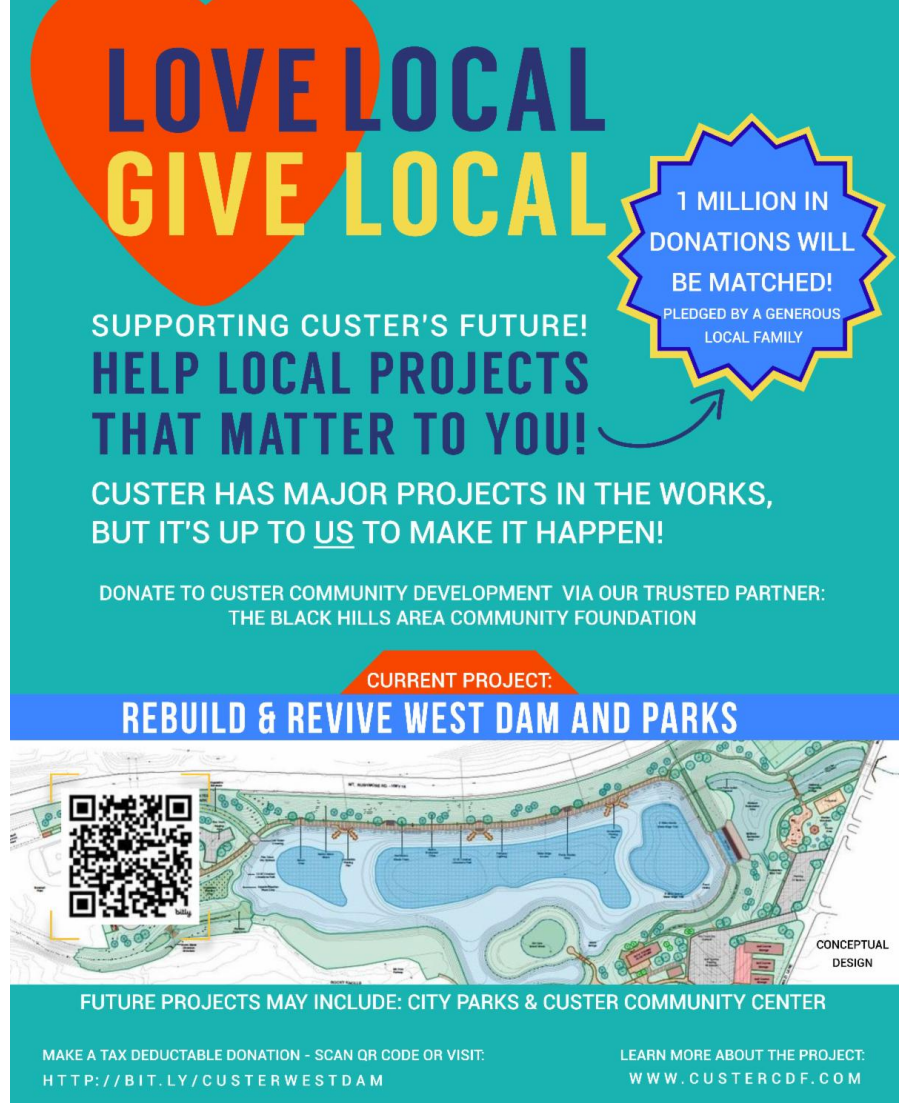
Rachelle Woodford
Office Assistant
bytes@custersd.com

Joel Behlings
Information Associate
info@custersd.com

2025

Board Of Directors

Amy Bailey – President



**LOVE LOCAL
GIVE LOCAL**


1 MILLION IN DONATIONS WILL BE MATCHED!
PLEGGED BY A GENEROUS LOCAL FAMILY

**SUPPORTING CUSTER'S FUTURE!
HELP LOCAL PROJECTS
THAT MATTER TO YOU!**

CUSTER HAS MAJOR PROJECTS IN THE WORKS,
BUT IT'S UP TO US TO MAKE IT HAPPEN!

DONATE TO CUSTER COMMUNITY DEVELOPMENT VIA OUR TRUSTED PARTNER:
THE BLACK HILLS AREA COMMUNITY FOUNDATION

CURRENT PROJECT:
REBUILD & REVIVE WEST DAM AND PARKS



FUTURE PROJECTS MAY INCLUDE: CITY PARKS & CUSTER COMMUNITY CENTER

MAKE A TAX DEDUCTABLE DONATION - SCAN QR CODE OR VISIT:
[HTTP://BIT.LY/CUSTERWESTDAM](http://bit.ly/custerwestdam)

LEARN MORE ABOUT THE PROJECT:
[WWW.CUSTERCDF.COM](http://www.custercdf.com)

[Printable contribution Form](#)

Craig Reindl – Vice
President

Michelle Fischer –
Treasurer

Carrie Moore– Secretary

Amanda Allcock
Corey Virtue
Keely Mahony
Miranda Boggs
Ronni Calvird

Julie Jenniges – City
Liaison

Mark Naugle – School
Liaison

Lydia Austin – CSP Liaison

Jessica Noteboom – BID
Board Liaison

Follow Us on Facebook & Instagram



To have things added to Buffalo Bytes, please send to ***bytes@custersd.com***. Items need to be received by Wednesdays at noon in order to be added to weekly Buffalo Bytes. Thank you!

MARK YOUR CALENDAR

April 17th

**Faith Lewis Realty Mixer
14 Mt Rushmore Rd
5-7PM**

April 18th

**Ribbon Cutting
Custer Rendezvous
537 Mt Rushmore Rd
5-7 PM**

April 24th

**Service Animals, the ADA, and Your Business
Pine Room at Library
447 Crook St
1 PM**

May 13th

**Ribbon Cutting
Sleep Better South Dakota
141 N 5th St.
5PM**

May 15th

**1881 Courthouse Museum Mixer
411 Mt Rushmore Rd
5-7 PM**

2025 EVENTS CALENDAR

A full list of 2025 events by the Chamber and other organizations.

[Click to download calendar](#)

WEEKLY HUMOR



CHAMBER HAPPENINGS





WE'RE OPEN

Please give us a call and let us know
when you are opening.

 605-673-2244



Ribbon Cutting

CUSTER'S RENDEZVOUS



WHEN: APRIL 18TH, 2025

**WHERE: 537 MT RUSHMORE RD,
CUSTER
TIME: 5 PM**



of the Black Hills
&
Custer Chamber of
Commerce
Presents

Service Animals, the ADA, and Your Business

Understanding Service
Animals in Businesses
and Other Public Spaces

Join us for an informative
training session covering
essential topics related to
service animals under the
Americans with Disabilities Act
(ADA) and what businesses
need to know to ensure
compliance and inclusivity.



Date: April 24, 2025
Time: 1:00 pm
Location: Pine Room,
Custer Library
447 Crook St #4, Custer,

Who Should Attend?
Business owners, professionals,
customer service staff,
managers, and
anyone interested in learning
how to support individuals
with service animals.



Ribbon Cutting

CUSTER
Chamber of Commerce

DR. JONATHAN
HELD, DDS

»»»»»»»»»»
DIPLOMATE OF THE
AMERICAN BOARD OF
DENTAL SLEEP MEDICINE



Sleep Better South Dakota

www.sleepbetersd.com
605-389-3289
info@sleepbetersd.com

WHEN: MAY 13TH, 2025
WHERE: 141 N. 5TH ST, CUSTER
TIME: 5 PM



CUSTER
Chamber of Commerce

**Chamber
Mixer**

Hosted By:

**1881
Courthouse
Museum**

**May 15th from 5 p.m. - 7 p.m. Held At 1881
Courthouse Museum**

411 Mt Rushmore Rd, Custer, SD 57730

**MIXERS ARE A GREAT WAY TO MEET, MIX, AND MINGLE
PLEASE BRING A FRIEND AND ENJOY SOME REFRESHMENTS**

Get registered today!

Join us for the 7th Annual Custer Off-Road Rally June 13-15, 2025.

We have some exciting events, such as the Mayor's Ride, Presidents Ride, Selfie Poker Run, Happy Hour, Live Entertainment, and more.

There is sure to be something for everyone!





Register Now

For more information:

<https://www.custersd.com/events/custer-off-road-rally>

Register Here





CUSTER CITY MAP

Once again, the Custer Chamber is working with Evergreen Media to produce a Custer City Map. This map will primarily be used for Custer tourism, and most Custer Chamber member businesses will be listed.

CHAMBER MEMBER ADVERTISING OPPORTUNITIES



YOUR AD ON BACK OF MAP:

SINGLE ADS: \$250

DOUBLE SPACES AVAILABLE

Limited spots available!

First come, first serve basis.

Sizes:

3.3" x 1.8" **Single** (WxH)

3.3" x 3.75" **Double** Vertical (WxH)

6.7" x 1.8" **Double** Horizontal (WxH)

PREMIUM BUSINESS LISTING

ON FRONT OF MAP:

\$100 PER BUSINESS

Be one of only
a few Premium Businesses!
First come, first serve basis.

Includes business name,
phone number, and
website

CONTACT DAWN FOR

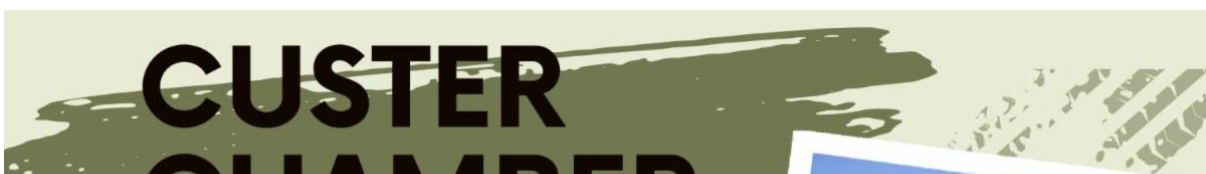
MORE INFORMATION:

dmurray@custersd.com

605-673-2244

DEADLINE:

APRIL 18TH



CHAMBER LIT SWAP

**TUESDAY MAY 13TH
1PM-4PM
CRAZY HORSE
MEMORIAL**



BRING YOUR RACK CARDS!



PICK UP YOUR 2025 CUSTER INFO!



**COFFEE AND COOKIES WILL
BE PROVIDED**



We want to express our gratitude to all the sponsors of this year's Spring Fling and everyone who has registered to attend. Your support is essential in making this event possible. Below is the list of businesses that have generously sponsored this occasion.



Spring Fling



Gold Sponsor

Petals & Pages
American Family Insurance
Aspen Federal Credit Union
Bavarian Inn
Begging Burro
Black Hills Federal Credit Union
Black Hills Energy
Crazy Horse Memorial
Custer Hospitality Hotels & Resorts
Custer State Park
Dacotah Bank
First Interstate Bank
Highmark Credit Union
K2 Masonry & Concrete
Nielsen Enterprises LLC
NXTLAW
Sentinel Federal Credit Union
Southern Hills Title
Starr Insurance
Western Skies Real Estate



Silver Sponsor

Bradeen Real Estate and
Auctions
Calamity Peak Lodge
Custer Heating & Air
Conditioning
Lewis Realty
Tallgrass Landscape
Architecture
VFW Post #3442

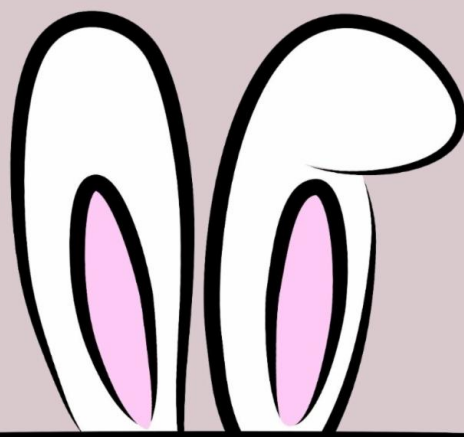


Bronze Sponsor

Custer County Republicans
Nelsons Oil and Gas

JOIN US FOR

Firecracker Bingo



TUESDAY
6:30 PM
GOLD PAN SALOON



**WELCOME
NEW
MEMBERS!**



Black Hills Enclave
Game On Arcade

Custer Lawyer, PLLC
South Dakota Parks & Wildlife Foundation
Black Hills Preservation Project
My XO Adventures

My XO Adventures
Local Black Hills
555 Pro Books
A & B Business Solutions
CJR Painting
Dave's Rock Shop
St John the Baptist Catholic Church
Black Hills Glass Restoration
Sleep Better South Dakota LLC
Our Quilty Things
Gideons International- Southern Hills Camp
Pain & Movement Solutions

MEMBERSHIP SPOTLIGHT

This week's membership spotlight is on *Frenchy's Hideaways*. Here are some words about the excellent staff and experience at Frenchy's.

"Whether this is your first time in the area or your 100th, the Black Hills Area always offers new and exciting things.

Frenchy's Hideaways is one of the 'new' things. A local family-owned campground which offers deluxe cabins and RV sites.

Frenchy's is perfectly situated on US Hwy 385 between Wind Cave National Park, Custer State Park, Jewel Cave National Monument, and, of course, the infamous Mount Rushmore National Monument and Crazy Horse Memorial.

We are also open year-round."



2025 Custer Chamber

Member Spotlight

Frenchy's Hideaways



Address: 12251 Aviation Way, Custer
Phone: 605-673-3353
frenchyshideaways@gmail.com

AREA EVENTS



Nonprofit 360 provides Black Hills nonprofits with **FREE** tools, training, and capacity building support to build strong, sustainable organizations. This initiative offers four paths. You can sign up for all four paths at the same time, subject to eligibility for path 4.

- Leadership Training
- Workshops
- Board Development
- Consulting



DDI provides hybrid leadership training to help staff lead their organization with confidence. Through online and live instruction, participants learn effective, research-backed leadership skills.

Dates & Deadlines:

- Registration deadline: April 17, 2025
- In-person training begins April 23

Who is this for?

- All nonprofit staff

Time commitment:

- Three, 6-hour, in-person sessions (18 hours total)
- 32 hours online



Bridges to Boards is designed to build stronger, more effective boards and equip participants with the skills to work together effectively, through a five-month training program.

Dates & Deadlines:

- Cohort 2: July - November 2025
- Registration Deadline: July 18

Who is this for?

- Nonprofit staff
- Current board members
- Individuals interested in serving on a board

Time commitment:

- Five, 6-hour in-person sessions (30 hours total)
- 10 hours of homework



These workshops offer an opportunity connect with fellow nonprofits while learning ways to improve your organization from subject experts.

Upcoming Dates:

- Sustainable Programs
- June 13, 20, 27, 2025

Who is this for?

- All nonprofit staff

Time commitment:

- 3-hour workshops held quarterly



The Nonprofit Co-op offers one-on-one coaching, group sessions, and consulting on key topics, provided by INP. Nonprofits can choose the area of support they need.

Deadline to sign up:

- Ongoing

Who is this for?

- United Way of the Black Hills funded agencies only

Time commitment:

- 10 hours of customized consultation support



To learn more and register, scan the QR code or visit:
www.innovnp.com/nonprofit-360

THE BLUEPRINT
Custer County Democratic Party

Saturday, April 5th - Breakfast 9:15 am

Laughing Waters Restaurant @ Crazy Horse Memorial

RSVP via email by Friday, 4.04.25

Thursday, April 17th - Meeting 6:00 pm

Custer County Courthouse Annex — Pine Room

- Vote for Election of Officers -



Saturday, May 3rd - McGovern Day Rally


Laughing Waters Restaurant @ Crazy Horse Memorial

Advance Tickets Available Now Online!

<https://secure.actblue.com/donate/mcgoverncuster>

Unite. Act. Change the Future.

Email: ccsddp21info@gmail.com

 Facebook: @custercountydemocratsofsouthdakota



SPRING FLING FUN &

Glow Egg Count

APRIL 19 & 20 🥚 9AM TO 5PM
\$5 OR FREE WITH WRISTBAND PURCHASE

EASTER BUNNY PHOTOS
FACE PAINTING OUTDOOR GAMES



RECOMMENDED FOR AGES 12 & YOUNGER



FIRST 500 CHILDREN GUARANTEED A PRIZE



KEEPING OUR PROMISE TO

Disabled American Veterans (DAV) will be available to assist ANY veteran to file a VA disability claim or to answer questions:

1st Date: Saturday, 5 April 2025
Time: 9:00 AM – 11:00 AM
Location: DAV Chapter 3
 101 E Madison Street, Rapid City, SD

2nd Date: Saturday, 19 April 2025
Time: 9:00 AM – 11:00 AM
Location: Public Library
 1040 Harley-Davidson Way, Sturgis, SD

[Contacts at DAV Chapter 3, Rapid City](#)

Christine Speirs	605-787-2645	bizex2@me.com
Peggy Kirk	719-433-1901	peggykirk1953@outlook.com

[Contacts at DAV Northern Hills, Chapter 11](#)

Dick Turnwall	605-645-7442	dick.turnwall@gmail.com
Ed Simpson	605-569-6312	edsimpson68@gmail.com



Perfect for beginners and seasoned outdoors people including naturalists, photographers, hikers, and hunters.



BHPFA members
receive 15% off!

Costs

- Individual (18 and up): \$40.00
- Children Under 18: \$20.00
- Family Rate: \$100.00 (Two adults, 1-2 children)

Connect with nature while learning valuable hands-on skills to further your exploration!

Our experienced instructors have years of professional outdoor experience! They have taught corporate teams, assisted state and county wildlife inventories, and worked with top outdoors organizations. They will bring a depth of knowledge and real-world experience to every lesson.

April 19: 9 am- 1 pm

Nature's Clues: A workshop in animal tracking and signs

In this hands-on workshop, we'll go on a journey of discovery as we unlock the stories animals tell through the signs they leave behind.

May 17: 9 am -1 pm

Voices of Nature: Decoding animal communication

Discover how to interpret the calls, movements, and behaviors of wildlife, and gain the ability to detect nearby predators, prey, and other species

June 21: 9 am -1 pm

Secrets of Wind Cave's Prairie: An ecological adventure

In this course, participants will explore some of the most fascinating ecological stories and processes that make Wind Cave National Park's prairie ecosystem unique

**Register
Here!**



www.blackhillsparks.org | 605-745-7020

AN EGG-CITING EASTER EGG-STRAVAGANZA

CUSTER YMCA

THE CUSTER VFW POST #3442

BEGGING BURRO MEXICAN BISTRO

SOUTHERN HILLS TITLE COMPANY

MT. RUSHMORE BREWING COMPANY

Hop on over to Harbach Park across from the Custer Chamber of Commerce. Bring your baskets and be ready to collect eggs stuffed with special treats courtesy of the Custer VFW Post #3442, Begging Burro Mexican Bistro, Southern Hills Title Company & Mt. Rushmore Brewing Company. Have your camera ready & snap a photo with the Easter Bunny! This event is free for all children ages 0 to 8 years old. No registration is required.

DATE:

SATURDAY, APRIL 19, 2025

TIME:

9:00 AM

FEE:

FREE

AGES:

INFANT – 3RD GRADE

LOCATION:

HARBACH PARK

(Across from The Custer Chamber of Commerce)

Washington Street

Mickelson Trail

Custer, SD 57730

605.673.5134

<http://www.rcymca.org>



111237 04/12

EASTER

EGG HUNT

AGE DIVISIONS:

3 AND UNDER | 4 - 7 YEARS OLD | 8 - 10 YEARS OLD

Happy

SATURDAY, APRIL 19TH

Easter

10:00 AM - SHARP!

HERMOSA BASEBALL FIELDS

FREE ADMISSION - BRING YOUR BASKET!



Black Hills
Electric Cooperative, Inc.

A Touchstone Energy® Cooperative



National Park Service
U.S. Department of the Interior

Jewel Cave
National Monument

11149 US Hwy 16
Building 812
Custer, SD 57730
605-673-8300 phone
605-673-8397 fax

Jewel Cave National Monument News Release

Release Date: April 10, 2025

For Immediate Release

Contact: Aimee Murillo/Chief of Interpretation/aimee_murillo@nps.gov

Jewel Cave to Kick Off National Park Week on Saturday, April 19 National Park Week is April 19-27

CUSTER, S.D. – Jewel Cave National Monument will celebrate National Park Week with several activities on Saturday, April 19. These activities include a bird count, fee-free cave tours, and a “Discovery Hour” presentation.

The Bring Your Own Binoculars bird count event is scheduled for 9:00 a.m. – 12:00 p.m. Participants are encouraged to pre-register, bring their own binoculars, and dress appropriately for the weather.

Jewel Cave will celebrate National Park Week by offering Scenic and Discovery Tours for free. Visit recreation.gov for reservations. On-site requests are first-come, first serve. Note, visitors interested in cave tours must wear fully enclosed shoes. A light jacket is recommended. The cave is 49 degrees.

To celebrate the 125th anniversary of the discovery of Jewel Cave, the site has been hosting monthly Discovery Hour presentations. The Discovery Hour presentation on April 19 will be at 1:00 p.m. and feature the history of the National Park Service from lead interpretive park ranger, Kierstan Basey.

Any additional updates will be announced on social media and the park website’s [Alerts & Conditions](#) page. Visit www.nps.gov/jeca to stay up to date on park operations. You can also visit the Jewel Cave [Facebook](#) and [Instagram](#) pages for more park news.

EXPERIENCE YOUR AMERICA

The National Park Service cares for special places saved by the American people so that all may experience our heritage.



B.Y.O.B

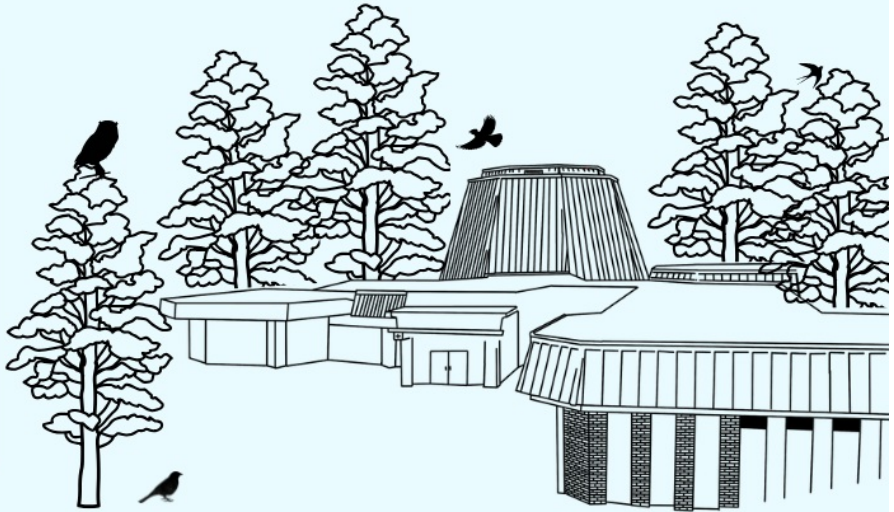




BRING YOUR OWN BINOCULARS
to Jewel Cave's Earth Day
Bird Count event on
Saturday, April 19th, 2025



Please use the QR code to register for this event.





Easter Buffet

Sunday, April 20th

Full Brunch Buffet

Breakfast Items | Ham | Roast Beef
Broasted Chicken | Desserts | More

No Menu Service

adults \$35.⁹⁹ | kids 6-12 \$15.⁹⁹

kids 5 and under free

Reserve Your Table Today!

Seating Times: 10am | 12pm | 2pm

Open 9am-4pm

Reservations requested

Walk-ins welcome

Call: (605) 673-4681



Laughing Water
RESTAURANT®
AT CRAZY HORSE MEMORIAL®

CUSTER SENIOR CENTER PRESENTS...



Heart of the Hills
Performance with

Peggie & Sheri

TUESDAY | APRIL 22ND | 1PM



At 538 Mt. Rushmore Rd
Custer, SD 57730

**LEWIS REALTY'S ANNUAL
FREE SHRED DAY**

Limit of 2 Bankers Boxes per Household or Business

Paper with paperclips or staples OK - NO hard drives nor computer equipment.

**STOP IN AND ENJOY
SOME SNACKS!**



***FREEWILL DONATION
Proceeds to The VFW***



The BAM Shredding truck
will be on-site.



Thursday, April 24th, 11am - 1pm
14 W Mt. Rushmore Rd, Custer, 605-673-5885



**13th Annual
Custer Rotary
Wine & Beer**



Wine & Beer Extravaganza & Raffle Event

Chance to win one of Three Grand Prizes:
**Choice of Wagon of Wine
or Wagon Full of Beer**

Evening includes drawings for multiple items & gift certificates

\$20.00 Per Ticket ~ 3 for \$50; 7 for \$100

Friday, April 25th 2025

Doors open: 5:00PM • Drawings from: 6-8PM

Laughing Water Restaurant at Crazy Horse Memorial



FREE
Hors d'oeuvres
CASH Bar



OPEN TO THE PUBLIC

NEED NOT BE PRESENT FOR GRAND PRIZE DRAWINGS • PROCEEDS GO FOR ROTARY COMMUNITY PROJECTS



OPTICS • AMMO • ACCESSORIES

South Dakota Enhanced Conceal Carry Class

This is a One day Class

Saturday April 26th 2025 9:00am to 4:30pm

The Enhanced Permit allows you carry in 38 states including MN, NE, WI, NV, NH, WA, and SC

Class size is limited so register early.

For additional information or to register for the class you can e-mail the instructor at echo.ft.sd@gmail.com, call the shop at 605-673-3222 or e mail us southernhillstactical@gwtc.net



BLACK HILLS

Field Note
Presentations

Free!
Suggested donation
\$10-15



All ages welcome!

Great for families, folks of all ages/ abilities and those new to exploring the outdoors in the Black Hills

A blend of nature trivia with story time!

Through pictures, videos, and stories, you'll have the chance to learn about naturalist skills, tracking, survival techniques, and gain a deeper insight into our local flora and fauna. Test your knowledge as we dive into questions about the natural world and uncover the hidden meanings behind animal signs and calls!

Plus, we'll share how you can support our public lands alongside
Black Hills Parks & Forests Association!

March 25: The Trailhouse, Custer, SD

6:30 pm- 8:00 pm

April 2: Smiling Sage, Hot Springs, SD

6:30 pm- 8:00 pm

April 26: Rapid City Earth Day Expo, Western Dakota Tech

Time TBD

June 11: Sturgis Public Library, Sturgis, SD

5:30pm- 7:00 pm

Learn more
Here!



Watch our website for program updates!

www.blackhillsparks.org | 605-745-7020

LARGE FARM & RANCH EQUIPMENT AUCTION

SCOTT & KRISTI PHILLIPS – HOT SPRINGS, SD

LIVE AND ONLINE PUBLIC AUCTIONS

2-Big Days

LIVE PUBLIC AUCTION Tuesday April 29th 10:00 am.

**ONLINE AUCTION BIDDING CLOSES Thursday May 1st, 2025,
2:00 pm MDT**

**SOLD AT LIVE PUBLIC AUCTION Tuesday April 29th 10:00 am ON THE FOLLOWING
ITEMS ONLY, AT THE RANCH:**

John Deere 2030 tractor; John Deere 6400 MFWD tractor w/loader; New Holland manure spreader; Bottomless feed bunks; Portable coral panels; continuous fence; Dodge pickup; several single axle trailers; ATV's, Side x sides; Air compressors; wire feed welders; torch sets; large selection of power & hand tools; log chains and load binders; new and used tires; oil and lubricants; shop press; space heaters; Hobart welder; Industrial Air Honda powered air compressor; tool chest and cabinets; drill presses; Husqvarna chain saws; propane tanks; used T posts; fencing material; Shop items; Household and so much more.

**ONLINE AUCTION BIDDING CLOSES Thursday May 1st, 2025, 2:00 pm MDT ON
THE FOLLOWING ITEMS ONLY:**

TRACTORS – TRUCKS-TRAILERS-CONSTRUCTION EQUIPMENT

2-John Deere 6155M MFWD tractors w/640R loaders both like new; 2012 6170R MFWD tractor w/H380 loader low hours clean A-1; Cat 225LC Track hoe/excavator; Cat 4x4 Backhoe; Cat D7G dozer; Cat 130 road grader; Michigan scraper; Ditchwitch trencher; 1996 Peterbilt; 1984 Peterbilt dump truck; 2007 Wilson triple axle cattle pot; triple axle equipment trailer; Drop deck trailer; 3-semi trailers for storage; plus more.

FARM, RANCH, LIVESTOCK EQUIPMENT– MISCELLANEOUS

4895 John Deere Swather like new; 569 Mega wide plus round baler; JD 568 round baler; U850D NDEco feeder wagon; Ogden Hyd. Fold drag harrow; John Deere drill like new; Bison NVHL-300XHD 10' rear blade; ROWSE 16 wheel V-Rake; ROWSE 5 wheel rake; JD 980 Field Cultivator like new; JD tandem disk; TE SLAA pull type box blade scraper; Apache feed wagon; Haybuster 2650 bale processor; 2006 Featherlite stock trailer; Flexcoil sprayer; concrete feed bunks, Titan Gooseneck trailer; and so much more.

**This is only a partial list of the 2- Auctions. Please keep
checking for more details and watch for the online catalog
at www.bradeenauction.com.**

BRADEEN
100 YEARS
REAL ESTATE & AUCTIONS

Ron Bradeen - Jeff Storm - Travis Mayer, Auctioneers
605-673-2629 • Custer, SD
www.bradeenauction.com



It's that time of year again! The Senior Center is hosting its annual tea party, with tea, snacks, and a great door prize. Tickets are limited, so be sure to get yours soon. Don't forget to wear your cutest tea hat (some will be available to borrow)!



538 Mt. Rushmore Rd., Custer, SD 57730

*May 1st at
12:30pm*

*Members \$25
Nonmembers \$30*

*More Info:
(605)673-2708*



McGovern Day Rally

Unite. Act. Change the Future.

May 3, 2025 ~ 4:00—8:00 pm

Laughing Water Restaurant

~ Crazy Horse Memorial ~



4:00 pm ~ Happy hour with Cash Bar & Hors d'oeuvres

5:00 pm ~ Live Auction & Entertainment

6:30 pm ~ Buffet Dinner

Special Guest Speakers

- ★ Nicole Uhre-Balk ~ SD Dist. 32 House of Representatives.
- ★ Julian Beaudion ~ SD Candidate for US Senate who is also a small business owner, former state trooper, and community leader.
- ★ Brian Bengs ~ Retired military veteran who served in the US Air Force JAG Corps and taught at the U.S. Air Force Academy and NATO School Oberammergau.

Entertainment provided by Black Hills Playhouse actors Jeff Kingsbury & John Kirk



Custer County Democrats of SD
PO Box 5065 Custer, SD 57730
Email: ccsddp21info@gmail.com
FB: @custercountymocratsofsouthdakota

Tickets are \$50 per person ~ Advance Sale Only until April 25th.

Purchase tickets ONLINE using the link or SCAN the QR Code

<https://secure.actblue.com/donate/mcgoverncluster>



The Custer Co Democrats invite everyone who values and supports our vision to promote democracy, economic justice, universal human rights, environmentalism, and a culture of peace to join our growing community.

PENNINGTON COUNTY SD – HERMOSA AREA

ABSOLUTE LAND AUCTION

223+- PRIME ACRES – SELLING IN 12 TRACTS – 10 TO 35 ACRES EACH

Perfect for homesites, vacation retreats, barndominiums, horses and more!

TUESDAY MAY 6, 2025 10:00 AM MDT

PROPERTY LOCATED, just 10.5 miles south of RAPID CITY SD on US Highway 79. Tracts 1-3 are ¼ mile west on Murphy Rd., Tracts 4-12 are ¼ mile east on Porcupine Rd. All just 1 – 1 ½ mile north of Hermosa City limits.

Auction held at the American Legion Post, 14386, US Hwy. 40, Hermosa SD

Live Public Auction with simulcast internet bidding available

Featuring 3 prime tracts, 74.68 total acres on Murphy Road, 11.82 to 34.83 acres each, located west of US 79. These are spectacular "view" building sites, with rolling to steep foothills terrain, scenic rock outcroppings and an abundance of pine, elm & ash trees, all with native grass pasture. These very impressive tracts are suitable for the finest custom homes, equestrian use, or rural retreats!

ALSO, 9 choice sites totaling 180.80+- acres on Porcupine Road, 10.0 to 29.9 acres, located east of US 79. From level hay meadows to elevated "view sites", this property offers a variety of building sites. SBHWS rural water will be constructed to each lot! Light protective covenants allow for modular homes, livestock and more. These could be the affordable country homesites with the flexibility you have been searching for!

Terms and Conditions: Absolute Auction, Selling to the highest bidders without minimum or reserve bid! 15% Down Auction day with the balance due upon closing on or before June 5, 2025. Warranty Deed and Title Insurance provided. Tracts will be offered individually and as 2 combinations, selling in the manner achieving the best result.

Inspection: Feel Free to inspect at your leisure. Corners are marked, maps available onsite.

Bring your UTV, 4x4 or horseback if you prefer, just be extremely cautious of natural hazards! OR, Meet the Auctioneers onsite on Thursday April 24, Sunday May 4, Monday May 5, from noon to 3:00 pm each day. Also available by appointment.

Broker participation encouraged!

Auctioneers Note: Location, location, location best describes these prime Black Hills area sites, with easy commuting to Rapid City and all the Black Hills has to offer! These impressive tracts will ABSOLUTELY SELL WITHOUT RESERVE! Consider investing in multiple tracts, certainly bound to increase in value. Have arrangements made, inspect the property and be in attendance or online May 6 to place your bid!

For full details, photos, maps and to register for online bidding, visit

www.bradeenauction.com

Owners: Preston Family Inc.

Bradeen Auction Logo

Hermosa SD





Black Hills CENTRAL RAILROAD

2025 Upcoming Special Events

We can't wait for our 2025 season! We have a lot of fun events planned throughout the year.

Online booking is now available for our regular season and special events!

Opening Day!
-National Train Day
-Pictures with Chug
May 10th

What better way to celebrate National Train Day than starting up for our 2025 season! Chug will also be out and about in Hill City eager to wave and take pictures!

Old West Shootouts
Sundays Starting June 8th - August 31st

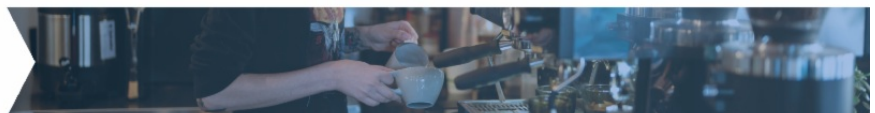
Experience an old west shootout aboard the 1880 Train! The train is stopped by cowboys and “held up” halfway between Keystone and Hill City. It's a good thing the sheriff is in town!

Click the link below to see which days we have a shootout!

Visit our Website

www.1880train.com | 605-574-2222 | office@1880train.com

SOUTH DAKOTA
SPRING **CUSTOMER SERVICE SEMINARS**
MAY 12-15, 2025



FREE **SPRING CUSTOMER SERVICE SEMINAR**

FEATURING DR. REBECCA HEISS

WHO SHOULD ATTEND: Anyone working with customers and visitors

TIME & DATE: 3-4:30 p.m. MT on MONDAY, MAY 12, 2025

LOCATION: **CUSTER** - The Custer Beacon, 32 S. 3rd Street

REGISTRATION: Registration is not required for this session.
There is no charge to attend.

Fear(less) Stress

In this energizing session, stress physiologist Dr. Rebecca Heiss reveals the best-kept secret to “managing” stress: how the very pressures that keep you up at night can become your greatest competitive edge!

Let's face it—customer service professionals constantly navigate intense situations. From handling difficult customers and resolving complex problems to maintaining composure when tensions rise, your role demands exceptional performance under pressure. That's great news, because Olympic athletes don't break world records at practice — they break records when the pressure is at its peak. We can all learn to perform at our best under stress as well.

With the right mindset, stress can motivate and inspire us all to achieve new levels of performance while deepening our purpose and our connection to one another.

With inspirational storytelling and science-backed practical tools, Rebecca will reveal how we can use stress to power forward together and rise to new heights, no matter what challenges get thrown our way.

MEET THE SPEAKER



As a stress physiologist, Dr. Rebecca Heiss is dedicated to helping us overcome our instinctual limitations - the ancient, often subconscious fears that hold us back from our optimal performance and our happiest lives. Her research has been designated “transformative” by the National Science Foundation and it is waking up audiences around the world.

Today she shares her T-minus 3 Technique to transform fear to fuel from stages around the world as a full-time speaker and facilitator of her Fearless Masterclass. She continues her research on how we can turn trauma into Post Traumatic Growth (PTG) rather than PTSD. Rebecca's “fear(less)” message inspires hope and actionable insights to train our brains to work for us, rather than against us in times of change and uncertainty. With surprising humor and palpable energy, no matter if Dr. Heiss is delivering virtually or on stage, she wins over her audiences with interactive, inspiring, and timely takeaways.

See more on Rebecca's website, RebeccaHeiss.com.

See more information on the free Customer Service Seminars at SDVisit.com.



JUNE 14, 2025





Bike it like you mean it!

George S. Mickelson Trail

109 Miles • 1 Day

1/2 Century Ride: 49 miles

Registration is Open!

MickelsonTrailAffiliates.com

**This event wouldn't be possible without
our volunteers & sponsors! If your
business or organization is interested in
supporting The Big Mick, we'd
love to hear from you!**

MickelsonTrailAffiliates@gmail.com

ANNOUNCEMENTS





BE A WATER-READY FAMILY

Learn More and be Safe Around Water this Summer

9 in 10 parents see swimming as an essential skill, but 24% have low confidence in their kids' ability to stay safe in the water.

FOR MORE INFORMATION ON WATER SAFETY:

CUSTER YMCA • 605-673-5134 • RCYMCA.ORG/LOCATIONS/CUSTER-YMCA

SOUTH DAKOTA GAME, FISH & PARKS • 605-390-0923 • GFP.SD.GOV

For a better us.®



Edward Jones®

> edwardjones.com | Member SIPC





Have questions about withdrawing funds, converting your account or generating income?

Gain experienced guidance while ensuring your retirement accounts are following your investment strategy. Contact me today, and let's make sure you're still on the right track.



Jared N Slagle
Financial Advisor

P O Box 528
245 Mt Rushmore Rd
Custer, SD 57730
605-673-4092

IRT-4395I-A AECSPAD 24931295

The Community School Garden Has Raised Beds Available

The Garden has raised beds available for this growing season. If you interested in having a raised bed contact Colleen Hennessy at chennefrank@aol.com. For the

growing season the raised bed will cost \$30 and you will need to fill out garden application.

Colleen

The garden is located behind the school baseball field and right off Sydney Park Rd.



The Custer Mile High Garden Club annual scholarship program has two scholarships available for 2025 in the amount of \$1,000.00 each. Our Mission is to promote community and home beautification while improving the environment and conserving native plants.

Applicants must be a current Custer County or Fall River County resident pursuing post-secondary studies.

Scholarship applicants must be currently enrolled in a recognized horticulture, agriculture, botany, or ecology program in such a college, technical school, or trade school. The recipient must provide all documentation requested in the application. The scholarship is to be used within one calendar year of the scholarship selection.

Direct any questions or request electronic forms from:

Jenny Behlings
Custer Mile High Garden Club Scholarship Committee
jennybehlings@gmail.com
605-673-1901

2025 Scholarship applications must be postmarked by Monday, April 21, 2025. Applications postmarked after April 21, 2025 will be evaluated on an individual basis. Scholarship recipients will be notified by May 10, 2025.

Respectfully,
Custer Mile High Garden Club, Scholarship Committee



224 MAIN STREET | HILL CITY SD
338 PACIFIC AVENUE | MEDORA ND
503 MAIN AVENUE | OAKES ND



Spring

SIDEWALK SALE

UP TO 75% OFF

The Cruisin' Canvas
STUDIO Class Schedule

MARCH & APRIL 2025

(Minimum of 6 students per class preferred)

Ladies Night

Tuesday evenings, 6:00-8:00 PM

March 4th, 11th, 18th & 25th

April 1st, 8th, 15th, 22nd & 29th

ART with Seniors

Wednesday Afternoons, 1:00-3:00 PM

March 12th & 26th

April 2nd, 23rd & 30th

Kids Klub (Age 10+)

Friday Afternoons, 1:00-3:00 PM

March 7th, 14th, 21st & 28th

April 4th, 11th & 25th

Please call ahead or email to reserve your seat!

Tami@thecruisincanvas.com OR Call (970)481-8183

THE IMPOSSIBLE — MUST BE — POSSIBLE

BLACK HILLS PLAYHOUSE
SEASON 79

AGATHA CHRISTIE'S
MURDER ON THE ORIENT EXPRESS
June 8 – 22, 2025

LEGALLY BLONDE: THE MUSICAL

June 29 – July 13, 2025

WAITRESS: THE MUSICAL

July 20 – August 3, 2025

THE BOOK OF WILL

August 10 – 16, 2025

THE BLACK HILLS
PLAYHOUSE



Black Hills Playhouse Announces General Admission Tickets on Sale April 1 for 2025 Season

Tickets for The Black Hills Playhouse's Season 79 will officially go [on sale](#) on April 1!

For Immediate Release

Black Hills, S.D. — General Admission tickets officially go on sale for summer shows held at the Black Hills Playhouse beginning April 1, 2025. The Black Hills Playhouse is holding its 79th season of performances this summer, with the 79th Season Kickoff on Sunday, June 8, 2025. Season 79, titled "The Impossible Must Be Possible" features four productions: *Agatha Christie's Murder on the Orient Express*, *Legally Blonde: The Musical*, *Waitress: The Musical*, and *The Book of Will*. A pre-season warmer, the Tatanka Teaser, hits the stage for one performance only on Saturday, May 31, 2025, at 2:00 pm.

In addition to general admission tickets, attendees have the option to purchase Buffalo and Baby Buffalo passes, which provide discounted rates. Passes are on sale now. The Black Hills Playhouse is situated within the scenic surroundings of Custer State Park, offering a unique theatre experience. Please note that a Custer State Park pass is required for entry. Passes can be conveniently purchased online or at the Playhouse Snack Bar.

The Black Hills Playhouse, one of the nation's longest-running summer stock theatres, has delighted audiences with high-quality performances since 1946. Each year, auditions and interviews are held nationwide to assemble a talented cast and crew of theatre professionals from across the country. The company blends returning alumni with fresh new talent, creating a dynamic and diverse ensemble. Throughout the summer, the team crafts stunning sets and costumes while rehearsing to bring four distinct productions to life, staging a total of 58 performances from June through August.

Pay-What-You-Can Dress rehearsal performances are available to attend on the Saturday night before the Sunday opening of each production. A suggested \$10 donation is encouraged for those who can, and all donations are welcome. These Pay-What-You-Can shows are first-come come first-served and general admission.



The Black Hills Playhouse Hosts Two New Summer Camps at Storybook Island in Rapid City

Space Pirates and You Look Marvelous Theater Day Camps to [Take Place in June and July!](#)

Rapid City, SD – Black Hills Playhouse's Dakota Players and Storybook Island are excited to announce two brand new Theater Day Camps for children entering grades K–8, taking place at Storybook Island in the summer of 2025.

Each two-week session offers young performers a chance to step into the world of live theater, sparking creativity through acting, movement, and design. Camps are held Monday through Friday, from 10:00 AM to 2:00 PM.

Session 1: *Space Pirates*

June 16–28, 2025

Session 2: *You Look Marvelous*

July 14–26, 2025

Led by experienced teaching artists from the Black Hills Playhouse, campers will engage in drama games, learn stage fundamentals, and explore the technical aspects of theater such as costume and set design. Each session culminates in a final performance where students showcase their talents to family and friends. No previous theater experience is required—just imagination and a willingness to have fun!

About the Shows:

Space Pirates (Session 1)

This original production tells the story of Alex, a student who feels out of place during a school museum trip—until an alien spaceship unexpectedly beams them and their classmates aboard. The adventure intensifies when their ship is attacked by space pirates. Through this exciting journey, Alex discovers confidence and her classmates learn to appreciate her unique qualities.

You Look Marvelous (Session 2)

A comedic retelling of Hans Christian Andersen's "The Emperor's New Clothes," this play follows the fashion-obsessed Suzerain, who is deceived by tricksters claiming to create invisible garments seen only by the competent. As the Suzerain parades through the town in the so-called new outfit, it takes the honesty of a few brave children to reveal the truth and lift the veil of vanity.

Camp Details:

Open to students entering grades K–8

Cost per session: \$200

NEWS FROM THE STATE



SOUTH DAKOTA

SPRING CUSTOMER SERVICE SEMINARS

APRIL 2025
SDVISIT.COM

In partnership with the South Dakota Retailers Association, Travel South Dakota will again host our annual *Spring Customer Service Seminars*.

For 2025, we are bringing in stress physiologist Dr. Rebecca Heiss. Rebecca will share her message with frontline staff in seven communities, May 12-15. There is no cost to attend any of the 90-minute sessions.

Fear(less) Stress

Let's face it—customer service professionals constantly navigate intense situations. From handling difficult customers and resolving complex problems to maintaining composure when tensions rise, your role demands exceptional performance under pressure. That's great news, because Olympic athletes don't break world records at practice — they break records when the pressure is at its peak. We can all learn to perform at our best under stress as well.

You are welcome to join us at any of the seven sessions! Anyone involved in a business related to hospitality and the tourism industry is encouraged to attend. Travel South Dakota hopes business owners and managers will prioritize this training for their frontline employees because we have specifically designed it for them.

SCHEDULE:

- **Deadwood – Monday, May 12, 9-10:30 a.m. (MT) – Homestake Adams Research & Cultural Center, 150 Sherman Street**
- **Custer – Monday, May 12, 3-4:30 p.m. (MT) – The Custer Beacon, 351 Washington Street**
- **Rapid City – Tuesday, May 13, 8:30-10 a.m. (MT) – The Monument (LaCroix Hall C), 444 Mt. Rushmore Road N**
 - **Pierre – Tuesday, May 13, 3-4:30 p.m. (CT) – RedRossa, 808 W Sioux Avenue**
- **Sioux Falls – Wednesday, May 14, 8:30-10 a.m. (CT) – Monick Yards, 605 E 8th Street**
- **Yankton – Wednesday, May 14, 2:30-4 p.m. (CT) – River Rock Events Center, 2901 Broadway Avenue**
- **De Smet – Thursday, May 15, 10:30 a.m.-12 noon (CT) – De Smet Event & Wellness Center, 705 Wilder Lane**

If you have any questions about the *Spring Customer Service Seminars*, please feel free to contact Travel South Dakota's Industry Training & Legislative Relations Manager, Bailey Tysdal, at Bailey.Tysdal@TravelSouthDakota.com, or go to SDVisit.com.

SEMINAR DATES AND DETAILS **MORE INFO**

SDVISIT.COM
travelsouthdakota.com
toursdakota.com

artscouncil.sd.gov
mediasd.com



ONLINE HOSPITALITY TRAINING

Hello, Tourism Partners!

Travel South Dakota's **FREE Online Hospitality Training** continues to be a hit! Originally created for our travel and tourism industry partners to assist with staff training, this online program is available for any South Dakotan to utilize and it's available year-round. It covers information and skills anyone can benefit from. The training includes 10 lessons focusing on customer service and 3 lessons specifically about the Forever 605 stewardship program. Once all 13 lessons have been completed, the participant will receive a certificate and a link for a free T-shirt (limit one per participant).

Knowing time and resources vary for everyone, we've aimed to make this training as easy to access as possible. It may be completed on any mobile device or desktop, can be paused and saved to complete at a later time, and may be taken more than once. It also counts towards the criteria for both our *Great Face Program* and *Great Place Program*.

For more information about the **Online Hospitality Training**, **Great Face Program** or **Great Place Program**, visit SDVisit.com or email Bailey.Tysdal@TravelSouthDakota.com.

All our best,

Jim and Team



Online Learning Event **Property Tax 101**



Tuesday, April 22nd at 10am CST

Visit our Website

ONLINE LEARNING EVENT: PROPERTY TAX 101 **Tuesday, April 22 at 10:00am Central Time | 9:00am Mountain Time** **via Zoom**

Property taxes are a front burner issue in South Dakota right now – but how they work is a mystery to most of us.

Here's your chance to find out the basics of property taxes, and property tax reforms that are on the table.

Join South Dakota Retailers Association Executive Director Nathan Sanderson for this free online learning event, exclusively for South Dakota Retailers Association members.

- Quick overview of how property taxes work and where the money goes
- The brand-new changes that go into effect July 1st
- The Governor's proposal for a county sales tax to offset property tax relief for homeowners
 - Preview of the legislative summer study
 - Q&A

Register here

(NOTE: registration availabilities are limited, so don't wait!)

Download the handout and share!

Your investment includes:

- Information on trends and compliance issues
- A voice to keep South Dakota business-friendly
 - Proven money-saving services
- Support of like-minded business owners

WITH YOUR SUPPORT, WE TURN BELIEFS INTO ACTIONS.

Please *download the handout* and share with any potential members!

Photo from the 2022 South Dakota Retailers Association

Business Conference. Todd Pharis (second from the left) was the 2022 Retailers Association Community Service Award recipient.

LOCAL RESTAURANT INDUSTRY
STILL STRONG

Interview with Todd Pharis (Pizza Ranch)

“I think we’ve been open here for 17 years and we’ve never had a down year in Sioux Falls,” Pizza Ranch co-owner Todd Pharis said.

That includes 2019 when a tornado caused extensive damage to the restaurant and then the global pandemic that hit the following year.

Pharis says Sioux Falls remains a vibrant market for restaurants. He says a lot of national franchises have their eyes on locating to the city but that increased competition could put the squeeze on existing businesses here.

Read the full article here.

Employment Law Assistance

Jackson Lewis PC is a premier law firm with a nationwide practice exclusively specializing in employment law. SDRA members receive free answers to basic employment law questions from the firm. Additionally, if an SDRA member ever requires assistance beyond basic questions, the member will receive a 20% reduction off the regular rate from the Jackson Lewis law firm. *This service is valued at \$715/hour and is offered at NO COST to members!*

To take advantage of this service, call the SD Retailers office at 605-224-5050.

View the rest of our services *here*.

PRESS RELEASE



Project Update

Friday, April 4, 2025

Current Construction:

- Phase 2 construction operations currently involve off-road grading, tree clearing, logging operations, and controlled rock blasting. The contractor is using a pilot car and flaggers as needed from 7 a.m. to 6 p.m. (MT) on weekdays and some Saturdays.
- The speed limit in the Phase 2 construction area has been reduced to 45 miles per hour.

Upcoming Construction:

- On Monday, April 7, 2025, the contractor will begin milling (removal of the existing pavement) on U.S. Highway 385 from one-half mile south of Sheridan Lake Road to Calumet Road and from the south end of Pactola Dam to just north of McCurdy Gulch Road. Motorists can expect flaggers and pilot cars throughout the Phase 2 construction area. Large

- motorists can expect flaggers and pilot cars throughout the Phase 2 construction area, large machinery, narrowed driving lanes, increased noise and dust, and a loose gravel surface.
- The Pactola Overlook Parking Lot will be closed beginning Monday, April 7, 2025, through Saturday, April 19, 2025.
 - Closure D (Be Still Road to Calumet Road) takes effect on Monday, April 28, 2025, and ends Friday, June 13, 2025. During this time period, the closed roadway will not be open to through traffic. Outside of the closure, but within the construction area, travelers can expect pilot cars and wait times, the use of large construction equipment, narrowed driving lanes, and loose gravel surfacing.
 - Phase 1 (Pactola Dam to the Pennington-Lawrence County Line) permanent surfacing takes place this summer and will be completed by the end of July 2025. Currently, there are approximately two miles of gravel and three miles of hard surface between Pactola Dam and the Pennington-Lawrence County Line. During this time period, roadway users can expect the use of flaggers and pilot cars with delays up to 15 minutes.
 - Closure C (Sheridan Lake Road to Be Still Road) begins on Tuesday, Aug. 12, 2025, and ends on Friday, Oct. 17, 2025. Closure E (Pactola Dam to Taylor Ranch Road) begins on Monday, Oct. 20, 2025, and ends on Friday, March 6, 2026.

About the Project

The South Dakota Department of Transportation (SDDOT) is reconstructing a portion of U.S. Highway 385 between the Pennington-Lawrence County Line and the south end of Sheridan Lake. Once completed, this section of Highway 385 will feature safety improvements, including wider shoulders on each side of the road where possible, improved road curves to meet current design standards, additional turning lanes to improve traffic flow, and new surfacing. Learn more about this project by watching *this presentation*. Phase 2 is currently under construction.





[View Construction Updates](#)

☐ Construction Zone Reminders ☐

- Follow posted speed limits in construction zones.
- Be aware of flaggers and other construction workers in the construction area.
- If you are following a pilot car, stay with the line, and do not stop or exit your vehicle in the project area.
- It is illegal to go beyond cones and barriers within construction zones even when the contractor is not working.

Stay Connected

Take a moment now to share this email with neighbors, friends, coworkers, and anyone else who might be interested in the U.S. Highway 385 Construction Project. Then encourage them to sign up for these project email updates at <https://us-385.com>.

A free text-in service is being used to communicate any major traffic changes. To subscribe, simply text "US385" to 605-566-4041. Subscribers can unsubscribe at any time.



U.S. HIGHWAY 385 CONSTRUCTION

PENNINGTON-LAWRENCE COUNTY LINE TO SHERIDAN LAKE

FREE TEXT ALERTS:
Text "US385" to 605-566-4041



HWY 385 ROUTING INITIATIVE



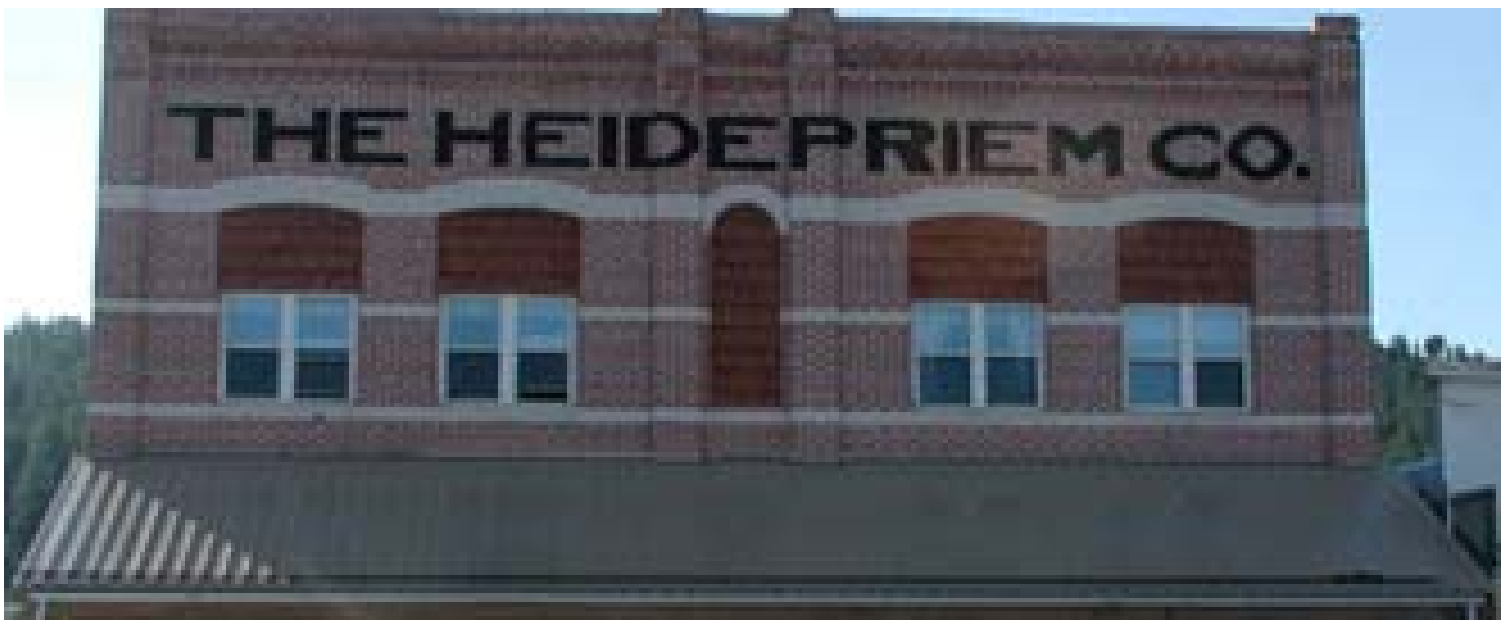
BH&B is sharing information related to the upcoming *Hwy 385 infrastructure improvement project* that will include *routing options* and continuous business promotion. BH&B's goal is to educate and to explain that this simple detour will not prevent, nor should it discourage visitors from enjoying their vacation in the Black Hills.

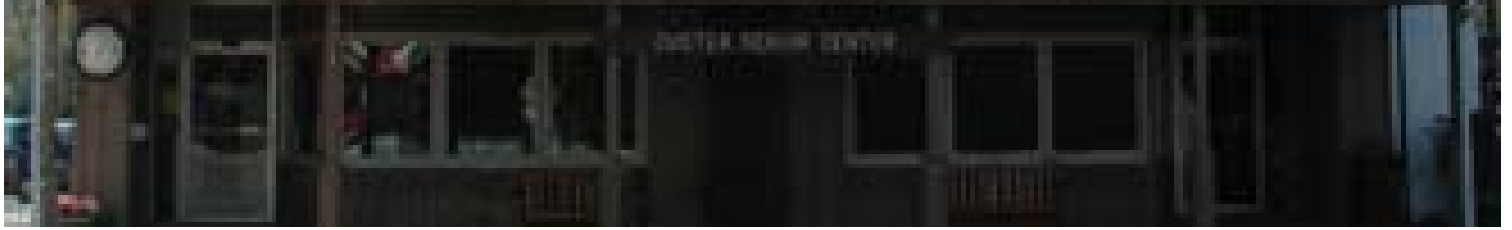
Visit Route Reimagined

A free text-in service is being used to communicate major traffic changes.

To subscribe, simply text “US385” to 605-566-4041.

Subscribers can unsubscribe at any time.





Custer Senior Center

April Activities



To educate every student
to his or her potential

April Newsletter

WEEKLY INSPIRATION

April's here
wake up,
honey

dream big,
and chase it!



HELP WANTED

HIRING@
HJEM A.M
PART TIME

PART TIME MORNING SHIFTS



REACH OUT!
605-981-9047 OR EMAIL
HJEM.AM2022@GMAIL.COM

APPLY NOW!



BACK OF HOUSE
•DISHWASHERS
•LINE COOKS
FRONT OF HOUSE
•SERVERS

WE ARE
HIRING



- Part Time or Full Time flexible employment opportunity with great pay
- Looking for friendly smiling dependable energetic individuals.
-
- Retail associates to work retail shop in town. Cashier and/or

• Retail associates to front retail shop in town. Customer and/or packaging shipping orders.

-
- Retail associates at factory store 7 miles West of town.
-
- Must be neat in appearance, able to stand on feet, engage with customers, complete tasks with minimal supervision. Schedule is flexible. Great pay. Perfect summer job for teachers or high school seniors & those with outgoing personalities.
- If you meet these qualities please call or email Pam at:
- (605) 440-0028
- Blackhillscandleco@gmail.com
-



The advertisement features a photograph of Mount Rushmore National Memorial under a blue sky with scattered white clouds. The iconic granite faces of the four presidents are clearly visible. In the top left corner, the 'MOUNT RUSHMORE SOCIETY' logo is displayed, with 'MOUNT' in small red letters above 'RUSHMORE' in large blue letters, and 'SOCIETY' in white letters on a red banner below. To the right of the logo, the text 'Join Our Team!' is written in a large, white, sans-serif font. At the bottom of the image, a solid red banner contains the text 'Spend your summer at Mount Rushmore! Join a team of passionate park partners at the Mount Rushmore Bookstores.' in white, bold, sans-serif font.

MOUNT RUSHMORE SOCIETY

Join Our Team!

**Spend your summer at Mount Rushmore!
Join a team of passionate park partners at the
Mount Rushmore Bookstores.**

CASHIER ASSOCIATE

- Friendly and outgoing
- Assist visitors with selecting books and educational gifts, answering questions as needed
- Great teamwork and customer service skills
- Working knowledge of computers and point-of-sales systems a plus
- **Pay:** from \$15 per hour
- **Benefits:** Employee discount, flexible schedule, full-time benefits
- **Shifts:** 8-hour shifts (Day and evening shifts available; weekdays and weekends shifts available)


WAREHOUSE ASSOCIATE

- Friendly and outgoing
- Moving and sorting, pricing product to help fill Bookstores at Mount Rushmore
- Great teamwork and can-do attitude
- Working knowledge of warehouse standards, computers and point-of-sales systems a plus
- **Pay:** from \$15 per hour
- **Benefits:** Employee discount, flexible schedule, full-time benefits
- **Shifts:** 8-hour shifts (Day and evening shifts available; weekdays and weekends shifts available)

THE MOUNT RUSHMORE SOCIETY PROVIDES TRAINING, COMPETITIVE WAGES AND GREAT EMPLOYEE PERKS.

The non-profit Mount Rushmore Bookstores at Mount Rushmore are operated by the Mount Rushmore Society, whose mission is to preserve, promote, protect and enhance Mount Rushmore National Memorial. Retail sales support park projects and provide educational opportunities for visitors to the Memorial.

For more information and employment application, visit:

 www.mountrushmoresociety.com



CRAZY HORSE MEMORIAL®

NOW HIRING!

Cultural Center Attendant

Crazy Horse Memorial Foundation® is currently seeking a qualified candidate to fill the position of **Cultural Center Attendant**.

This Seasonal non-exempt, hourly position will report to the Director of Museum and Cultural Affairs.

*Job duties will include (but not limited to) opening and closing the Cultural Center, staffing the information desk, monitoring the Cultural Center, welcoming and informing guests about the **Crazy Horse Memorial®** and its museums and cultural programs.*

*Duties also include engaging with guests and answer their questions, thanking them for visiting the **Crazy Horse Memorial®**, tracking attendance numbers of guests, performing light cleaning duties, assisting with cultural programs, assisting the Museum Collections team with pest and environmental monitoring, and light cleaning of objects. Attendant will also demonstrate support for workforce diversity and cultural sensitivity, demonstrate teamwork and cooperation, and promote a safe work environment.*

A high school diploma or equivalent, candidates must be able to pass a background check and a minimum of 3 years customer service experience preferred. Compensation for this position is competitive for the region.

Qualified candidates should submit cover letter, resume and three professional references to:



and three professional references to:
hr@crazyhorse.org
or mail cover letter, resume and references to:
Crazy Horse Memorial Foundation
Attn: Human Resources
12151 Avenue of the Chiefs
Crazy Horse, SD 57730-8900



MOCCASIN SPRINGS
NATURAL MINERAL SPA

HOT SPRINGS, SD

Positions Available

-Front Desk Staff Member

-Housekeeping Staff Member

Competitive Wage
Employee Benefits
Facility Benefit Options
Employee Discounts

Apply today:
soakinhotsprings@gmail.com
TXT: 605-891-9271



INTERN WITH JEWEL CAVE THIS SUMMER!

Interpretive intern to provide site orientation and visitor assistance at the visitor center. The intern also guides cave tours and other visitor engagement activities like patio talks and guided hikes.

- \$15 per hour
- 40 hours per week for up to 12 weeks in the summer, plus another \$300 for a boot/pant stipend.
- Housing at no cost to the intern is provided (if intern does not live in the area).

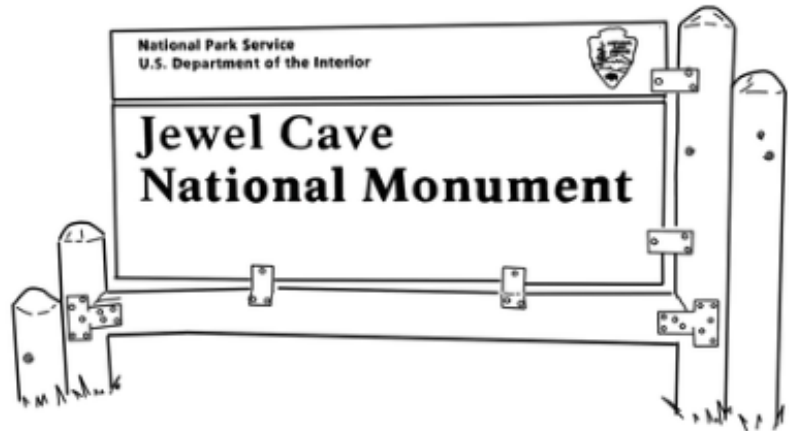
**Email resume and references to
aimee_murillo@nps.gov**



Funding provided by



**BLACK HILLS
PARKS &
FORESTS
ASSOCIATION**



CUSTER BEACON



IS HIRING

FOR SUMMER SEASON

- ✓ **Marketing Manager**
- ✓ **Bartenders**
- ✓ **Servers**
- ✓ **Kitchen Team**
- ✓ **Dish Washers**

**APPLY IN PERSON
351 WASHINGTON ST.**

**We're
Hiring!**

**JOIN US FOR THE 2025 SEASON
SEASONAL POSITIONS AVAILABLE**

Gift Shop
Bus to Base Tour/Driver Guide
Laughing Water Restaurant
Snack Shop

Apply Online at:

<https://korczaksheritage.khonline.biz/open-positions?show-leaving-site-message=true>

A large rectangular area with a red and black plaid pattern, serving as a background for the hiring announcement.

WE'RE HIRING!
JOIN OUR TEAM



THE GOLD PAN SALOON

WE'RE HIRING! Join our FUN team! We're hiring bartenders at the Gold Pan Saloon! If you're reliable, friendly, enthusiastic, and have a passion for crafting great drinks and providing excellent customer service, we'd love to hear from you. Some experience preferred but not required. If you're the right fit, we'll train! Must be able to work well independently, or as a team. Bartenders are responsible for all aspects of their respective shift (stocking, cleaning, keg/soda changes, tills, opening or closing duties, etc), so self-motivation is a must. Seriously, we're looking for someone who brings the fun! A great personality is a must. If you can chat with customers, make them feel welcome, and add to the overall atmosphere of the Gold Pan, you're exactly who we're looking for. Stop by the saloon for more information and/or to leave a resume.

Ask for Hannah. #GoldPanSaloon #BartenderJobs #Hiring #CusterSD #blackhillsjobs #blackhills



APPLYING FOR NATIONAL PARK SERVICE JOBS



● STEPS ●

To apply for a job, there are 4 basic steps:

- **STEP 1: Create an Account on [USAJOBS.GOV](https://www.usajobs.gov)**
 - Enter your profile information and create a resume.
 - Consider the Helpful Resume Tips. →
 - Note: Visit [USAJOBS' Help Center](https://www.usajobs.gov/help-center) for more information on Getting Started
 - You do not need to create a USAJOBS account to search for jobs, but you do to create an account to apply for jobs.

HELPFUL RESUME TIPS

- Make your resume includes your specialized experience as it relates to the duties section of the job announcements in [USAJOBS](https://www.usajobs.gov).
- Include hours of work or full-time/part-time status for each job you include in the work experience section on your resume.

create an account to apply for jobs.

• Make your resume searchable.

- **STEP 2: Search Jobs**
 - Use the USAJOBS search feature to view jobs filtered by position and location or use the advanced search function search with more filters like pay or grade-level.
 - Review job opportunity announcements and save those of interest.
 - Carefully review the "Qualification and Evaluation" section to determine whether you could qualify for the position.
- **STEP 3: Apply For Jobs**
 - Carefully follow the instructions in the "How to Apply" section for each job announcement.
 - Submit any supporting documentation to verify your qualifications.
 - Leaving out a required document may result in you not being found eligible and/or qualified.
- **STEP 4: Manage Your Career**
 - Log into your USAJOBS account to obtain application status for positions for which you have applied.
 - Contact the agency for the specific follow-up questions or those related to the particular job.
 - The agency contact information is listed in the "How to Apply" section of the job announcement.

COMMON SUPPORTING DOCUMENTS

- College Transcripts
- DD-214 (Certificate of Discharge)
- Recent Performance Appraisals
- SF-15 (App for Vet Preference)
- SF-50s (Official Personnel Actions)
- Vocational Certificates/Licenses

THE NPS HIRING EXPERIENCE

- Apply to a Job Announcement
- Notification of Results sent to Candidate
- Possible Invitation to Interview
- If Selected, a Tentative Offer Letter
- Completion of a Background Check
- A Firm Offer Letter with a Start Date
- Entrance on Duty
- Successful Completion of a Probationary Period (if not previously completed)
- An Amazing Career with the NPS!

FOR QUESTIONS, PLEASE CONTACT:
NATIONALRECRUITMENTTEAM@NPS.GOV



KITCHEN CREW

NEEDED

Part time
Dishwashers!

Skogen Kitchen is hiring!
Tips plus hourly wage
(20\$hr average)

Family Meal

Fun Atmosphere

Stop in to meet us!



Be sure to check out the Help Wanted section on our [Website:](#)

Our Address:
615 Washington Street
Custer, SD 57730

Phone Numbers:
605-673-2244
800-992-9818

[*dmurray@custersd.com*](mailto:dmurray@custersd.com) / [*custersd.com*](http://custersd.com)

Send Us An Email



Visit
our
Website

[Unsubscribe](#) | [Update Profile](#) | [Constant Contact Data Notice](#)



Try email marketing for free today!