



BUFFALO Bytes



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To be included in Buffalo Bytes, please email your items to bytes@custersd.com.
Submissions must be received by Wednesday at 5:00 PM to be included in that week's issue.

Thank you!

CUSTER CONNECTIONS

HOW TO STOP BEING

THE BEST-KEPT SECRET IN TOWN



If you ask a small business owner where most of their opportunities come from, you'll usually hear some version of the same answer: referrals, word of mouth, "someone who knew someone."

Behind nearly every thriving local business is an invisible network of relationships quietly moving opportunities from one person to another. No big announcements. No flashy campaigns. Just a steady flow of trust being passed along behind the scenes.

This is how local economies work. Not just through marketing. Not just through pricing or location. But through connection and loyalty. And those connections take time.

The Network You Can't See (But Feel Every Day)

Think about how business really gets done in your community.

A contractor needs an electrician and calls someone they've worked with before.

A new homeowner asks their real estate agent for someone who builds fences or builds organization in garages.

A banker hears a client mention they're expanding and connects them to a commercial realtor.

A consultant introduces two clients who could benefit from working together.

None of this shows up in a formal report. But it drives real revenue, real growth, and real stability.

These moments happen because of relationships.

And more importantly, because of trust.

When one business refers another, they are putting their own reputation on the line. That doesn't happen casually. It requires the confidence that the other business will deliver.

Over time, these small, consistent exchanges create a network that becomes one of the most valuable assets a business can have.

Why This Matters More Than Marketing Alone

Marketing gets attention but relationships get action. That's because people are more apt to act on a word-of-mouth referral than a fancy ad campaign. When someone they trust says, "You should call them," the decision is already halfway made.

That's the difference between being visible and being chosen.

For small businesses especially, this invisible network often outperforms traditional marketing efforts. It's more targeted, more credible, and more likely to lead to long-term customers. And best of all—more affordable.

But you don't automatically become part of that network just because you opened your doors.

You must become known. Build trust through the quality of your good or services. And you have to be top-of-mind when the opportunity arises. There's no ad campaign that can make that happen for you in a few hours. It's a commitment to quality. It takes time to build a fully functional referral engine.

How Businesses Get Left Out

Businesses struggle when they're disconnected from the flow of relationships in their community.

You can do great work and serve your customers well, and still be an unknown. If that's the case, when opportunities move through the network, they'll move right past you.

People refer who they know.

Which means being good at what you do is only part of the equation. Being known for what you do is the other critical half.

Where the Chamber Comes In

This is where the chamber plays a much bigger role than many people realize. A chamber isn't just hosting events and sending newsletters. It actively shapes the invisible network of the business community. And chamber membership is like the golden ticket to the business community, if you use it.

Every conversation sparked between two members has potential because every time someone learns what another business does, a new connection point is created.

The chamber becomes the place where relationships begin, strengthen, and multiply. These introductions are the starting points for future referrals, collaborations, and opportunities.

The Compounding Effect of Connection

The real power of this network is not in one introduction. It's what happens over time. You meet one person. That person introduces you to another. That connection leads to a project. That project leads to a referral. That referral turns into a long-term client.

And it works the other way too. Maybe you've been doing your own books and now you're ready for someone else to take it over. You know that people you meet through the chamber have a connection to the community.

Now multiply those introductions and referrals across dozens or hundreds of relationships. It's why consistent engagement matters.

Showing up once is helpful. Showing up regularly is what builds recognition. And recognition is what leads to being top of mind when opportunities move through the network.

A Simple Shift in Perspective

Many business owners think of networking as something they must do or conversely don't have time for.

The more useful way to see it is this:

You are not just attending events or meeting people. You are positioning your business inside a living, moving network of opportunity. Every conversation makes known who you are and what you do. Every relationship increases the likelihood that someone will think of you when the right moment comes. Every time someone sees you in the community you're building on that top-of-mind recognition.

And those moments happen quietly. In conversations you're not part of. Between people who trust each other. That's the invisible network you want working for you because when you're part of it, your business doesn't just rely on cold calling and mailers. Interested leads start finding you and wanting to work with you before they've even read your marketing copy.

*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.*

Facebook: @metcalfwriting

Instagram: @christinametcalfauthor

LinkedIn: @christinametcalf5



Dawn Murray
Executive Director

2026 EVENTS CALENDAR

A full list of 2026 events by the Chamber and other organizations.

[Click to download calendar](#)

MARK YOUR CALENDAR

April 3rd-6th

Chamber Office is closed for Easter
See you Tuesday, April 7 at 9am

April 9th
Spring Fling
At Laughing Water Restaurant
5:00PM-7:00PM

April 14th
Post Legislature Update
Pine Room at Court House Annex, 447 Crook St
1pm

IMPORTANT ANNOUNCEMENTS

LAST DAY!!

Sign up TODAY to attend this year's Spring Fling.



2026 Chamber's Annual Spring Fling



**Thursday, April 9
at Laughing Water Restaurant**

5:00pm Social Hour

6:00pm Heavy Hors D'oevres

\$50 per person

includes drink ticket

Please RSVP to Dawn by April 2nd
dmurray@custersd.com or 673-2244

Thank You Your Service



*For your courage and dedication,
we are forever grateful.*





CUSTER



OFF-ROAD RALLY

JUNE 12-14-2026

2026



Register Now!

For more information:

custersd.com/events/custer-off-road-rally

Register Now



Travel South Dakota, in partnership with the South Dakota Retailers Association, is bringing *James T. Robilotta* to South Dakota for the **2026 Spring Customer Service Seminars** (May 5–7). These free, in-person sessions are a great opportunity for frontline staff, customer-facing employees, and managers to hear an engaging keynote on building stronger workplace culture and customer service. With **National Travel & Tourism Week** (May 3–9) taking place that same week, these seminars are also a great way to recognize and invest in the people who create positive visitor and customer experiences every day.

Two seminars will be taking place in your region this year:

Rapid City — Tuesday, May 5 @ 9-10:30 a.m. MT — **The Monument (LaCroix Hall C), 444 Mt. Rushmore Road N**

Hill City — Tuesday, May 5 @ 1:30-3 p.m. MT — **Hill City Center, 227 Walnut Avenue**

See attached flyer. Or check out SDVisit.com for a full list of all stops on the SCSS tour.

No registration required. No cost to attend.

SOUTH DAKOTA
SPRING CUSTOMER SERVICE SEMINARS
MAY 5-7, 2026

FREE **SPRING CUSTOMER SERVICE SEMINAR**
FEATURING **JAMES T. ROBILOTTA**

WHO SHOULD ATTEND: **Anyone working with customers and visitors**
 TIME & DATE: **1:30-3 p.m. MT on TUESDAY, MAY 5, 2026**
 LOCATION: **HILL CITY - Hill City Center, 227 Walnut Ave.**
 REGISTRATION: **Registration is not required for this session. There is no charge to attend.**

Choosing to Care: How curiosity creates community in the workplace
 No organization wants its people to be apathetic—toward the work, the people, or the community. Community ignites loyalty and drives retention in both in-person and hybrid workplaces, and is built with one simple thing: curiosity. Curiosity is the opposite of apathy. Events are ideal opportunities to authentically connect, reflect, validate, and innovate. In this hysterical and motivational keynote we will talk about how to ask better questions, change the way we hear people's stories and insights, and adapt the mindset of curiosity. Let's stop the apathy and the assuming and start learning about each other because curiosity creates community.

MEET THE SPEAKER

 James Robilotta, CSP, is a leadership author, motivational speaker, emcee, and trained improv comedian. After years of leading teams, he built two successful businesses—including his speaking and coaching practice, where he helps organizations create stronger, more human workplace cultures.
 Since 2009, James has spoken internationally, using humor to spark meaningful conversations that inspire reflection and action. His work focuses on fighting apathy, improving feedback, and helping leaders better engage and retain their people.
 His core belief: we don't learn from perfect people—we learn from imperfect ones. Companies like American Express, GE, Accenture, and Afterpay have embraced this message to transform how their teams show up for each other. James is on a mission to make workplaces more human—where people feel seen, heard, respected... and maybe even laugh a little.
 See more on James' website, Jamestrobo.com.


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



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2026 MIXER DATES

JANUARY 29-GOLD PAN
FEBRUARY 19-PREMIER EYE CARE
MARCH 19- CUSTER'S RENDEZVOUS
MAY 21- LEWIS REALTY
SEPTEMBER 10-CAMP BOB MARSHALL
NOVEMBER 19- BRADEEN REAL ESTATE
DECEMBER 10- STARR INSURANCE



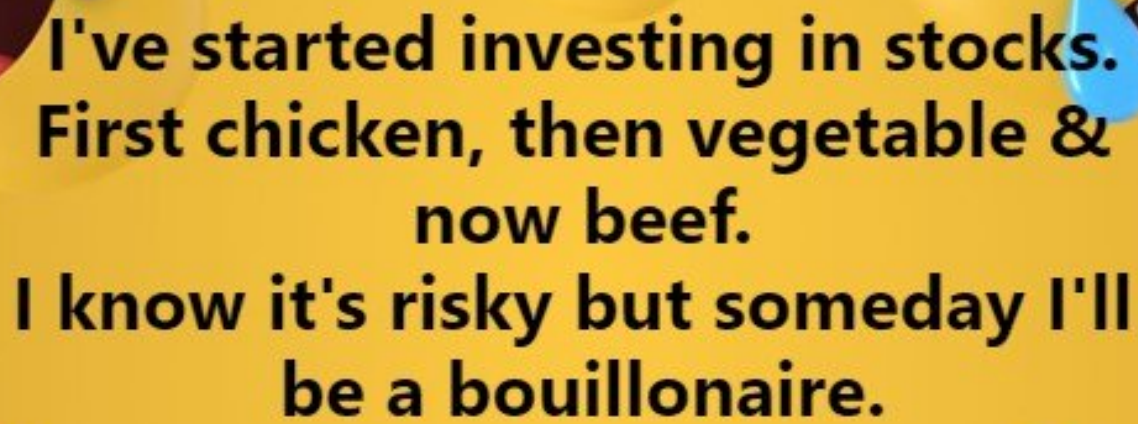
Follow Us on Facebook & Instagram



Chamber Board Meetings

April 15th

WEEKLY HUMOR



**I've started investing in stocks.
First chicken, then vegetable &
now beef.
I know it's risky but someday I'll
be a bouillonaire.**



**Welcome New
Members**



**Black Hills Sewer and Drain Solutions
KND Accounting Solutions
Weather Tite Exteriors
Black Hills Lifestyle Magazine**

Wild Spruce Market
Fly Badlands
PDQ Specialty Products
Xtreme Sports Simulators
The Christians Team-Broker Heath Shields
The Hills Finest-Bridal by Michelle
Don't Panic, LLC

☀️MEMBERSHIP SPOTLIGHT☀️

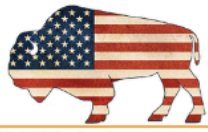
This week, we're proud to spotlight the historic Gold Pan Saloon — a true Custer landmark that has been welcoming locals and travelers since 1876. Known as the oldest saloon in Custer and proudly recognized as the oldest saloon in the Black Hills, The Gold Pan also holds the distinction of receiving the first liquor license ever issued in Custer. This year marks a huge milestone as The Pan celebrates 150 years of history, stories, and good company.

In 2018, Barb Nelson remodeled the saloon, carefully updating the space while preserving its historic charm — right down to the famous sawdust floors. In 2021, ownership passed to John Parker, who continues carrying on the long tradition that has made the Gold Pan such a special place in the community. Over the years, the building has even served as a liquor store, adding another chapter to its long and colorful history.

Today, the Gold Pan Saloon remains a gathering place for locals and visitors alike. Weekly Tuesday Night Bingo helps raise funds for the annual Custer Fireworks Show, and the monthly Open Mic Night gives local talent a chance to shine. Walk through the recognizable red swinging doors, and you'll step into a space filled with stories from the gold rush days to today. The bartenders will even tell you about a couple of longtime “residents” — spirits affectionately known as Dottie and George, who are said to still make their presence known from time to time.

Whether you stop in for a cold beer, a handcrafted cocktail, a game of pool, or to relax on the back patio on a warm day, the Gold Pan Saloon is a place where history, community, and a little bit of Custer magic all come together.

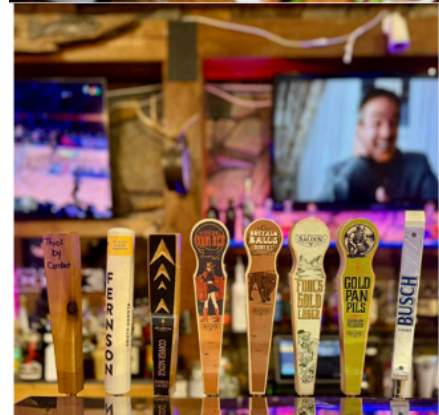
Thank you to the Gold Pan Saloon for being a valued Chamber member and for helping keep Custer's history alive for 150 years!



CUSTER
Chamber of Commerce

2026 Custer
Chamber

Member Spotlight



We love shining a light on the amazing businesses that make our community great! ❤️

Would you like to see your business in the spotlight? ✨

Send a short write-up and a few photos to assistant@custersd.com — we can't wait to feature YOU! 📸

AREA EVENTS

HELP US CELEBRATE OUR

ONE Year Anniversary

March 30 - April 4



Daily Shopping Deals!

Week long raffles - including free audiobooks from Libro.fm & a spot in an upcoming floral class

April 3 & 4 Easter Bunny Class
sign up required!





THE BLUEPRINT

Custer County Democratic Party



Monthly Breakfast Get-together

Saturday, April 4th - Easter Weekend - Bring Your Family!

9:15AM, Pancakes & Perspectives

Crazy Horse Memorial - Laughing Water Restaurant

1215 Avenue of the Chiefs, Custer, SD

RSVP by Friday noon, April 3rd to ccsddp21info@gmail.com



April CDP Member Meeting

Thursday, April 16th : 5:30PM Sliders & Salads 6:00PM Meeting

Custer County Library – Pine room - 447 Crook St, Custer, SD 57730

Join us for our April Business Meeting, featuring Candidate updates and the launch of an exciting new program. It's another chance for us to come together, strengthen our connections, and deepen our impact in the community. We're neighbors working side by side on real issues, solving problems the South Dakota way: finding practical solutions, and putting real change into motion.

Come for the connection. Leave empowered.

Custer County Democrats of SD
PO Box 5065 - Custer, SD 57730
ccsddp21info@gmail.com
[@custercountymdemocratsofsouthdakota](https://www.facebook.com/custercountymdemocratsofsouthdakota)

"The people are the only sure reliance for the preservation of our liberty." ~ George McGovern

Let's make a difference, together!

The Custer County 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.



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

AN EGG-CITING EASTER EGG-STRAVAGANZA

**CUSTER YMCA
THE CUSTER VFW POST #3442
ENCORE ENERGY**

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 and EnCore Energy. 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 4, 2026
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

FIRST COME-FIRST SERVED

Easter Buffet

Sunday, April 5th

3 Entrée Buffet* | Roast Beef
Ham | Turkey | All the fixings
Scrumptious Desserts

(menu service not available on Easter)*

Open 10:30am-4pm

NO RESERVATIONS, Walk-in Only

adults \$36.⁹⁹ | kids 6-12 \$8.⁹⁹

kids 5 and under **free**

(605) 673-4681

crazyhorsememorial.org/laughing-water-restaurant



Laughing Water
RESTAURANT®
AT CRAZY HORSE MEMORIAL®

Easter

IN THE PARK



SUNDAY, APRIL 5th | 9AM - 2PM

ADULTS - \$52 | KIDS (10 & UNDER) - \$23

Breakfast

Buffalo Sausage, Egg, Cheese & Potato Casserole
Scrambled Eggs
Applewood Smoked Bacon
Country Sausage Link
Assorted Danishes, Pastries & Breakfast Breads
Cinnamon Caramel Roll
Fruit Display

Entrées

Buffalo Bourguignon
Tuscan Salmon
Lemon & Herb Roasted Chicken
Baked Ham *with Lingonberry & Honey Glaze*

Starch & Vegetable

Parsnip Mash
Cranberry & Leek Wild Rice
Broccoli & Hollandaise

Soup & Salad

Spring Minestrone
Spring Mix Salad
Caesar Salad
Penne & Spinach Caprese Salad

Appetizers

Artisan Meat & Cheese Board
Crab & Lemon Artichoke Dip
Shrimp *with Raspberry Cocktail Sauce*
Assorted Fresh Bread & Crackers

Desserts

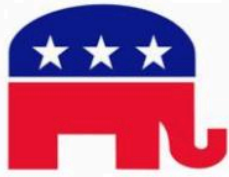
An Assortment of Pies, Cookies, Bars & Cakes
Bourbon Apple & Peach Crisp
Assorted Ice Cream Cups *with Toppings*
Peeps & Loaded Easter Eggs

CONSUMER WARNING: Ask your server about menu items that are cooked to order or served raw. Consuming raw or undercooked meats, poultry, seafood, shellfish or eggs may increase your risk of foodborne illness.



24-HOUR ADVANCED RESERVATIONS ARE ENCOURAGED: 888.875.0001

CUSTERRESORTS.COM



Custer County Republicans

The Custer County Republicans will meet next on Tuesday, April 7, at 5:30 pm in the Pine Room. Our speaker will be Steve Esser, the County Emergency Services Officer, regarding the fires and the Community Wildfire Protection Plan. And we will be looking ahead to the elections this year. Hope to see you soon!

Please RSVP to CCRepubs@goldenwest.net to get a headcount for food.

Check us out on Facebook at CusterCountySDRepublicans

Online at <https://www.custercountyrepublicans.org/custer-sd-republicans>



ONLINE AUCTION

SHANE HAGUE
HILLY CITY, SD

BIDDING CLOSSES APRIL 7TH, 2026

- ✓ '72 Ford Bronco
- ✓ Harley Davidson
- ✓ Antiques
- ✓ Tools

BRADEEN

100 YEARS

REAL ESTATE & AUCTIONS

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



at The Cruisin' Canvas Studio, 122 N. 6th St.,
Custer
Must RSVP! Call Tami, 970-481-8183
Kids' Class (Age 9 and up).
Space is limited

Friday, April 10th at 1:00 PM
\$16 per painter



South Dakota Enhanced Conceal Carry Class

This is a One day Class

Saturday April 11th 2026 9:00am to 4:30pm

The Enhanced Permit allows you carry in 39 states including
MN, NE, WI, NV, NH, WA, NM and SC

Class size is limited so register early.

For additional information or to register for the class you may
contact the instructor at www.sodakian.com, contact us at
605-673-3222 or by e-mail at
southernhillstactical@gwtc.net

Mt. Rushmore (ish) SPRING BLOCK PARTY

SATURDAY, APRIL 11

Join us for a Block Party celebration to celebrate Spring and some new business locations!

- CHECK OUT THE BLOCK!**
Explore local businesses and new locations.
- WIN PRIZES!**
Participating businesses will have punch cards – get 5 stamps and enter them into a drawing for prizes!
- TURN IN BY 5:00 PM**
Turn in your punch cards to the **South Dakota Outdoor Shop** on April 11 by 5:00 pm.
Winners do not have to be present to win.
- LIVE MUSIC**
The Block Party will wrap up at the **South Dakota Outdoor Shop** with live music.

SPRING HAS SPRUNG!

AND WE'RE THROWING A PARTY
IN DOWNTOWN CUSTER, SD

Saturday, April 11th



Explore the block & visit businesses

Get your punch card

Collect 5 stamps

WIN PRIZES!



Turn in completed punch cards by 5 PM at South Dakota Outdoor Shop

(No need to be present to win!)

End the day with live music and good vibes!

Hit every stop: Whirligigs (Aspen + Pine Realty) • Dairy Queen • Petals & Pages

1881 Courthouse Museum • South Dakota Outdoor Shop • Axbow Bikes

Custer Deli • The Rock Shop • Black Hills Burger & Pizza

Wild Spruce • Art Expressions • Black Hills Candles • Skogen Kitchen



ONLINE BIDDING CLOSES APRIL 14, 2026





INSPIRE
BY OMNITECH



CELEBRATING FIVE YEARS



Rapid City

Black Hills State
University - Rapid City

APRIL 14, 2026

Sponsored by:



Golden West
Connecting you to what matters most.

goldenwest.com

Free Engineering Conference

**All Boys and Girls in 8-12 grade are Invited
to Explore the World of Engineering!**

Join us for an exciting event hosted by Omnitech, where you'll explore thrilling engineering careers, discover potential college pathways, and gain insights from industry professionals through engaging workshops. Don't miss out on this unforgettable opportunity!

Breakfast, lunch, and snacks will be provided throughout the event. Additionally, there will be swag bags and exciting giveaways!

There are 200 spots, 110 in Sioux Falls and 90 in Rapid City. Reserve your spot starting on January 1, 2026!



605.321.6689

inspire@omnitech-inc.com

inspirebyomnitech.com



WIN A TRIP

The 14th Annual **KENTUCKY 152th** **DERBY RAFFLE**

TO



RMHC
South Dakota

Luxury travel. Iconic event. Unmatched experience. **benefitting**

One lucky winner and five guests will enjoy an unforgettable VIP trip to the 152nd Kentucky Derby on Saturday, May 2, 2026.

The Prize Package Includes:

- Six premium seats at Churchill Downs (Section 114, Row D) on Saturday, May 2, 2026
- Private round-trip air charter from Sioux Falls to Louisville
- Private ground transportation to and from the Louisville airport and racetrack
- Rapid City winner bonus: Private car service for six to Sioux Falls, plus overnight hotel stays May 1-2 at the Canopy by Hilton

Raffle Drawing & Cocktail Reception

Thursday,
April 9, 2026

Rapid City
The Monument
LaCroix Hall
5:00-9:30 PM

Sioux Falls
Canopy
by Hilton
5:30-9:30 PM



\$150
EACH

Every raffle ticket includes admission to one of the two cocktail receptions, where you can watch the live drawing and celebrate with fellow supporters.

Winner does not need to be present at the drawing to claim the prize.

The raffle drawing will be broadcast live from Rapid City at 6:30 PM MT / 7:30 PM CT.



rmhcsodak.org/events/kentucky-derby-event

100%

of ticket proceeds support Ronald McDonald House South Dakota.

Dress in your finest Derby fashion!



Prizes awarded for best dressed!

Ronald McDonald House South Dakota Locations

Our new Rapid City house is opening in the fall of 2026!

Rapid City : 3140 Elm Avenue | (605) 336-6398 option 3

Sioux Falls : 825 South Lake Avenue | 808 East 24th Street

QUILTED BUFFALO

APRIL EVENTS

757 MT RUSHMORE RD, CUSTER, SD

**APR
18**

OPEN SEW

11AM - 4P \$5

**APR
29**

SASSY ½ PACK EVENT

11AM - 4PM FREE

**APR
30**

PUFF QUILT CLASS

10AM - 4PM \$20

**APR
30**

EOM/EOB SALE

PRE-REGISTRATION REQUIRED IN THE SHOP
OR ONLINE AT QUILTEDBUFFALO.COM



BLACK HILLS
**PARKS &
FORESTS**
ASSOCIATION

Spring Workshops

Wind Cave National Park

April 18 | 9:00 am- 3:00 pm

Nature's Clues: Animal Tracks & Signs — We'll uncover the hidden lives of animals through the clues they leave behind .

May 9 | 9:00 am - 1:00 pm

Learning the Language of Nature — We'll learn how to tune into the communication systems of animals and begin to "read" the landscape through sound and behavior.

BHPFA

**members get
15% off!**

Adult (18+): \$40

Children: \$20

Ages 8 and up recommended

Register Here!



Our workshops feature:

- Hands-on activities
- Take-home skills
- A memorable guided adventure at Wind Cave!

BHPFA an official
partner of
Wind Cave
National Park



BHPFA.org | 605-745-7020 | bhpf@blackhillsparks.org

Join Us to Celebrate

\$100 MILLION

AND COUNTING...

Local giving. Lasting impact.

Community Open House

Tuesday, April 21, 2026 | 2-4 p.m.



Member FDIC. Equal Housing Lender. 

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

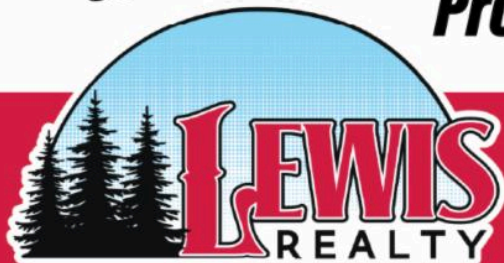
Limit of 2 Bankers Boxes per Household or Business
Paper with paperclips or staples OK - NO hard drives nor computer equipment.

**STOP IN AND ENJOY
SOME SNACKS!**

**FREEWILL DONATION
Proceeds to The VFW**



The BAM Shredding truck
will be on-site.



Thursday, April 23rd, 11am - 1pm
14 W Mt. Rushmore Rd, Custer, 605-673-5885



Whimsy Spring Tree

at The Custer Beacon
Must RSVP through The Custer Beacon
FB page for ticket sales

Thursday, April 30th. 6:00 PM
Space is Limited

2026 SPRING CUSTOMER SERVICE SEMINARS

Throughout the week of May 5-7, we've partnered with Travel South Dakota to bring a series of fun and informative customer service training sessions in communities across the state.

On the route this year...

Rapid City– Tuesday, May 5 @ 9-10:30 a.m. MT — The Monument (LaCroix Hall C), 444 Mt. Rushmore Road N

Hill City – Tuesday, May 5 @ 1:30-3 p.m. MT – Hill City Center, 227 Walnut Ave

Chamberlain – Wednesday, May 6 @ 8:30-10 a.m. CT – AmericInn, 1981 E King Street

Aberdeen – Wednesday, May 6 @ 2:30-4 p.m. CT – Aberdeen Community Theatre (Walker Hall), 417 S Main Street

Sioux Falls — Thursday, May 7 @ 9-10:30 a.m. CT — Monick Yards, 605 E 8th Street

Free to attend & no registration necessary.





FILM NEGATIVE



FILM NEGATIVE



FILM NEGATIVE

FILM NEGATIVE

OUTLAW RANCH

DAYSPRING RIBBON CUTTING AND OPEN HOUSE

Join Lutherans Outdoors for a special celebration as we officially unveil the newly remodeled Dayspring lodging facility at Outlaw Ranch.

May 5, 2026

4:00 PM – 6:00 PM
Program at **4:30 PM**

Enjoy refreshments and tours of the newly renovated Dayspring facility.

This fully donor-funded project expands year-round hospitality at Outlaw Ranch. All are welcome to celebrate with us.

To RSVP Please Contact

Carol at Lutherans Outdoors

Email: carol@losd.org

Phone: 605-274-5332

📍 2703 Outlaw Ranch Road
East of Custer





Text Link

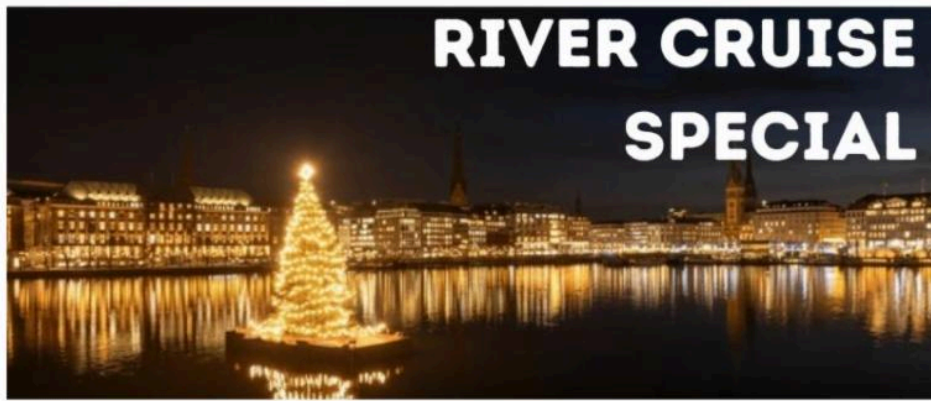


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ANNOUNCEMENTS



Magical Christmas Markets of Germany

AmaWaterways | AmaCerto
Nov 2027

LIMITED TIME OFFER

Promotions expire June 30, 2026

Magical • Enchanting • Festive River Cruise

Cruise the Main & Rhine 7 nights through storybook villages, castles, with exceptional dining & iconic Christmas markets and guided tours all for one inclusive price

Small deposit due by June 30, 20286 - Don't delay!

CONTACT:

307.760.7175



your hometown agency

Good Karma Jewelry

Spring Etsy Sale!

30% OFF EVERYTHING
+ Free Domestic Shipping

Sale runs 3/20 - 3/31

♥ Shop at ♥

www.etsy.com/shop/goodkarmajewelrystd

Progress Edition

You will want to be included in the largest and most informative issue of the year where we spotlight all the good things that are happening in our area.

Custer County Chronicle

HILL CITY
Prevailer♥News

Progress 2026

Coming Wednesday, April 15

This is your opportunity to tell everyone about your business!
Deadline is April 3, 2026



Full color included in all ad prices!

This is one of our most well read editions and a great opportunity to advertise your business!

<p>Full Page Size 10" wide x 20.8" tall</p>	<p>1/2 Page Size 10" wide x 10.5" tall</p>
	<p>1/4 Page Size 5" wide x 10.5" tall</p>
	<p>1/8 Page Size 5" wide x 5.25" tall</p>

Progress Advertising Rates

	<u>Full Page</u>	<u>1/2 Page</u>	<u>1/4 Page</u>	<u>1/8 Page</u>
Chronicle	\$1,000	\$575	\$300	\$150
Prevailer	\$900	\$500	\$250	\$125
Combo	\$1,550 (Save \$350)	\$950 (Save \$125)	\$475 (Save \$75)	\$240 (Save \$35)

We'll be happy to compose your ad for you AT NO EXTRA CHARGE. All camera ready ads should be emailed to custerads@gwtc.net in the appropriate size at 300 dpi. Acceptable formats are JPG or PDF files.

For space reservations call: Kate Najacht at 605-440-1248
or email Kate Najacht at chroniclewriter2@gmail.com
Southern Hills Publishing Inc. • PO Box 551 • 522 Mt. Rushmore Rd. • Custer, SD 57730



THE Reboot *Together* PLACE

This spring, hit reset with the Y. Join a community that supports your goals and helps you find your stride again.

From giving back to moving you forward — discover your place and potential at the Y.

- Summer Swim Lessons for all ages
- Over 33 types of group exercise classes to choose from including boot camp, active older adults, cycling & more!
- Youth sports: Volleyball, Basketball, T Ball & Junior Golf

Custer YMCA
605-673-5134 ▶ ymcabh.org

JOIN NOW FOR FREE
THRU APRIL 30th

JOIN
TODAY 

Humane Society Senior Project

Hi, my name is Jacie Behlings, and I am a senior at Custer High School. For my senior project, I want to support the team at Battle Mountain Humane Society. I have always cared about animals, and I found an organization that deeply cares about what they do.

I went and observed what the Humane Society does. It was very eye-opening to see how many animals they have to take care of. I quickly realized how expenses can add up and make it stressful. We all know that animals do best when they are a part of a family, and the Battle Mountain team provides a great home while animals wait their forever home

Donate items for the humane society for my senior project at these locations at

- Lynns Dakotamart
- Dollar General
- Custer Chamber
- Ace
- SD Outdoor shop

If you are not comfortable leaving items in the boxes, please contact me a JB5497@k12.sd.us

DONATION WISH LIST

- Pedigree wet can dog food (chicken & rice)
- Purina dry dog and cat chow
- Friskies pate wet can cat food
- Purina one kitten food dry & wet
- Kids swimming pool
- Blankets & sheets
- Train pee pads
- Cat litter
- Dog & cat toys
- Collars and leashes

Any questions or concerns please
contact JB5497@k12.sd.us



Kylee Ellerton is a senior at Custer High School. As part of her graduation requirements, she is completing a senior project focused on helping women access essential hygiene products. This project is especially meaningful to her because it allows her to apply what she has learned while making a positive impact in the community.

Kylee is seeking monetary donations to support this effort. Contributions of any amount will go directly toward purchasing hygiene products, which will be donated to the WEAVE center in Custer. WEAVE (Women Escaping a Violent Environment) provides a safe and supportive place for women rebuilding their lives after difficult circumstances.

Community support will play an important role in helping Kylee reach her goal and make a meaningful difference for women in need.

Those interested in contributing may contact Kylee for additional details about the project. She would also be pleased to recognize supporting businesses in any presentations, reports, or displays associated with her senior project, if desired.

Contact Information:
Phone: 605-440-1005
Email: kellerton08@gmail.com

Kylee Ellerton's Senior Project

Supporting Women in Need

Raising Funds for Hygiene Products for

WEAVE

Women Escaping A Violent Environment

- ♥ Donations of Any Amount Appreciated
- ★ Helping Women in Need in Our Community

Your Support Makes a Difference!

For More Information or to Donate:

Contact Kylee Ellerton

Phone: 605-440-1005

Email: kellerton08@gmail.com



Registration Now Open for Theatre 605 Jr. Camps 2026 Milestone Year

Celebrating 10 Years of Transformative Theatre Experiences for South Dakota Youth

For Immediate Release

South Dakota — Theatre 605, formerly known as the Black Hills Playhouse, is pleased to announce that registration is now open for 2026 Theatre 605 Jr. Camps, welcoming students in grades 5 through 12 for a week of artistic discovery, skill-building, and lifelong memories. **Registration is open through June 1, 2026.**

This summer marks a significant milestone: **the 10th anniversary of Theatre 605 Jr. Camps.** In honor of this occasion, camp is moving to a new and exciting home on the University of South Dakota campus in Vermillion, South Dakota. Campers will rehearse and perform in a professional theatre facility while benefiting from expanded learning opportunities through a partnership with USD Theatre faculty. The move reflects Theatre 605's continued commitment to giving young artists meaningful, immersive experiences in real performing arts environments.

Both the 5th-8th grade and 8th-12th grade camps will run **July 19 through 25, 2026.** Throughout the week, campers will explore acting, singing, dance, and technical theatre, guided by professional instructors who encourage bold artistic choices and creative confidence. The week culminates in an end-of-camp showcase where campers celebrate and share everything they have worked toward. Beyond the stage, campers will enjoy outside activities including swimming and rock wall climbing, rounding out a full week of fun and friendship.

The enthusiasm for these camps continues to grow across the state. In 2025, Theatre 605 Jr. Camps welcomed more than 100 campers from communities all across South Dakota, a testament to the lasting impact this program has on young performers and theatre enthusiasts alike, statewide.

"This is a place where young people discover their voices, gain confidence, and form lasting friendships through the world of theatre," said Jen Luke, Artistic Director of Jr. Camps. "Year after year, we are inspired by how students grow in creativity and character, reminding us just how transformative the arts can be."



2025–2026 SCHOLARSHIP

Invest in Your Future!

Award Includes:

\$500 Cash Scholarship

Complimentary eye examinations each year the student is enrolled in a post-secondary educational institution
(college, vocational/technical school – up to 4 years)

One pair of complimentary eyewear valued up to \$200 (prescription eyewear or sunglasses)

Eligibility:

Applicants must be a high school senior enrolling in a post-secondary education program.

Requirements:

Attach a weighted transcript for grades 9–12

Attach a resume listing activities, awards, honors, and leadership positions (school & community) during grades
9–12

Include one letter of recommendation from someone who can attest to your academic improvement

Include the following information:

Name

Address

Phone Number

Email

GPA

College or trade school you plan to attend

Deadline:

Applications must be received by May 1, 2026.


Submit applications by:

Email: custereye@gwtc.net

Premier Family Eyecare

Mail: 23 N 1st St, Custer, SD 57730

Drop off: In person at our office



GOOD KARMA JEWELRY

NEW SPRING HOURS!

OPEN 11 AM - 5 PM

7 DAYS A WEEK

 507 Mt Rushmore Rd.
Custer, SD

Now
open!

BLACK HILLS NATURE SHOP

Books • Gifts • Smokey Bear • Plush

Shop unique, high-quality gifts and educational items that support national parks, grasslands, and forests!



Purchases Support Public Lands!



BLACK HILLS
**PARKS &
FORESTS**
ASSOCIATION
BHPFA.ORG

833 MT. RUSHMORE ROAD
CUSTER, SD

MONDAY - FRIDAY • 9:00AM - 4:00PM

*Black Hills Parks and Forests Association is a non-profit organization supporting **wonder and exploration** through stewardship of YOUR public lands.*



Just a short drive from Custer, JQ Clothing Co. in Hill City is a must-visit Black Hills boutique for visitors and locals alike. We offer trendy and affordable women's clothing in sizes Small–3X, along with stylish accessories, jewelry, gifts, kid's items, toys, and unique Black Hills souvenirs. Whether you're exploring Custer State Park, visiting Mount Rushmore, or touring the beautiful Black Hills, stop by JQ Clothing Co. to find the perfect outfit, gift, or keepsake from your trip. Enjoy a fun and welcoming shopping experience for the whole family in the heart of Hill City.

The Dragonfly



Breakfast & Lunch



Wednesday-Sunday 8am-3pm

 www.moccasinsprings.com

 605-745-7626

Local business owners: Don't overlook retirement plans

Reported by Jared Slagle MBA,
Edward Jones, Member SIPC

If you're a local business owner, you're likely juggling growth, expenses and your team's needs, all while planning for your own future. A workplace retirement plan may be able to help with all of that, directly and indirectly.

For the business, employer contributions are tax-deductible, and as a participant in your company plan, your pretax salary deferrals are excluded from income taxes. Many plans even offer Roth options for tax-free withdrawals later. Your local business may also qualify for federal tax credits to offset startup and administrative costs, along with other expenses.

A retirement plan also can reduce risk. If you have your own net worth tied up in the business, your retirement may depend on a future sale. Building personal assets now adds flexibility and security.

And in today's competitive labor market, strong benefits help attract and keep great employees.

Not sure where to start? A qualified financial advisor can guide you through options and help align your plan with your goals.



Jared Slagle

is a Financial Advisor
with Edward Jones in
Custer, SD

He can be reached at
(605) 673-4092 or
www.edwardjones.com/jared-slagle

This article was written by Edward Jones for use by your local Edward Jones Financial Advisor. Edward Jones, Member SIPC



**We're here to help you uncover
new opportunities.
Let's prepare for your future
together.**



Kris Zerbe
AAMS®
Financial Advisor
P O Box 528
Custer, SD 57730
605-673-4092

Angie Svoboda
Sr. Branch Office Administrator
Aubrey Frasier
Sr. Branch Office Administrator

EJB-19325-A-E-DA-4 AECSPAD 28119777

NEWS FROM THE STATE



FOR IMMEDIATE RELEASE: Tues., March 17, 2026

CONTACT: *Katlyn Svendsen*, Global Public Relations & Content Services Senior Director, Travel South Dakota

Travel South Dakota Earns Multiple Honors at American Advertising Awards

PIERRE, S.D. – Travel South Dakota took home two marketing awards from AAF-SD for its email program and earned a Gold ADDY and a Judge’s Choice honor from AAF-CO during the 60th Annual American Advertising Awards for its "Into the Roundup" web series. The traveler-focused email series received a **Gold ADDY** in the category Advertising & Promotion: Email. A second email series, the Travel Insights Email, targeted at South Dakota’s tourism industry members, received a **Silver ADDY** in the same category. The five-episode web series "Into the Roundup" received a **Gold ADDY** in the category Branded Content & Entertainment: Non-Broadcast. The series was also selected for a special honor as one of three **Judge’s Choice** recipients, recognized for its compelling narrative and creative design.

South Dakota Department of Tourism Secretary James Hagen praised the marketing efforts.

“Over the past few years, we’ve made huge strides on both the creative and strategic sides of our email campaigns and content series,” said Hagen. “Whether through audience segmentation, personalization, or dynamic content, we’re constantly evolving how we connect with potential travelers and our tourism industry.”

The American Advertising Awards are the first tier of a three-tier national competition conducted annually by the American Advertising Federation alongside more than 200 local clubs across the country. Entries earning a Gold ADDY are recognized as having the highest level of creative excellence and advance to the next tier of the competition.

Travel South Dakota partnered with Karsh Hagan, Lou Hammond Group, Love Communications, Miles Partnership, and Lawrence & Schiller on the award-winning work.

The South Dakota Department of Tourism is comprised of Travel South Dakota and the South Dakota Arts Council. The department is led by Secretary James D. Hagen.

-30-

Media Notes:

For downloadable imagery representing the award-winning work, *please visit our Dropbox*. Credit: Travel South Dakota.

PRESS RELEASE



Telling Stories. Changing Lives.

FOR IMMEDIATE RELEASE: 3.25.2026

Contact: Jen Luke, Artistic Director of Education

jen@theatre605.org / 605 255-4910 ext 2

Theatre 605 Program Education Program Associate Joining April 1st

Theatre 605, South Dakota's only regional professional theatre company, is delighted to announce the addition of Alex Newcomb Weiland to our team as she steps into the role of Education Program Associate. Theatre 605 Education Base is located in Sioux Falls. Alex will manage the 26-year-old Tours program, which sends artists across the region to deliver high-quality arts experiences for K-12 youth and work with the Jr. Camps program debuting in July on the USD Vermillion Campus.

Alex comes with an impressive skill set, having graduated Magna Cum Laude from The University of South Dakota with a BFA in Musical Theatre Performance and a minor in Dance in the spring of 2019. Alex is no stranger to the stage, having performed on our very own Playhouse stage during the 2017 Season. Post-grad, she took her passion and career to the stages of New York City, pursuing experiences both on and off the stage through places like Playwrights Horizons and Hangman on Broadway.

As the Pandemic hit in the spring of 2020, Alex found herself returning to her roots and to her hometown of Sioux Falls, SD, where she took a job at The Premiere Playhouse (formerly The Sioux Empire Community Theatre). Through her six years with TPP, Alex took on many roles, starting out as their Education Coordinator. Through three promotions, driven by hard work, dedication, and a passion for the craft, Alex eventually became TPP's Artistic Development Manager, serving as both their Company Manager and Manager of Education Programming. During this time, Alex's enthusiasm and knowledge of the impact theatre can have on individuals and communities alike enabled her to curate and launch numerous outreach programs, creating new opportunities in the Sioux Falls area.

Theatre 605 welcomes Alex and all her passion, knowledge, and experience to Theatre 605 Education programs. "I feel so grateful to join the T605 team," Alex says. "As an admirer of their professional standard at the Black Hills Playhouse and their mission in creating accessible and inclusive theatre opportunities statewide, I am humbled and ecstatic to be a part of this incredible team! Theatre is powerful and encourages us to lead with empathy, grace, and intentionality in our world, and I can't wait to create with this group of talented professionals."

###

FOR MORE INFORMATION:

JULY 3 FIREWORKS AT MOUNT RUSHMORE: TICKET LOTTERY OPENS APRIL 8



News Release Date: March 9, 2026

Contact: NewsMedia@nps.gov

WASHINGTON – The National Park Service today announced fireworks will again illuminate the sky above *Mount Rushmore National Memorial* on July 3, 2026, to celebrate the country’s 250th anniversary. Public tickets for the event will be available through a *lottery on Recreation.gov from April 8–12*.

After a five-year absence, the return of fireworks to this iconic national memorial reflects *President Donald J. Trump’s* vision of a “grand celebration worthy of the momentous occasion of the 250th anniversary of American Independence.”

“In partnership with the State of South Dakota, we are excited to reinstate a spectacular fireworks show as the highlight of Mount Rushmore’s Independence Day commemoration,” **said Dr. Jenifer Chatfield, Deputy Assistant Secretary for Fish and Wildlife and Parks**. “We invite the public to enjoy the show and reflect on our nation’s remarkable journey and the great patriotic leaders who established, preserved and expanded our country’s destiny.”

“In just a few short months, our nation will throw the biggest birthday party ever for the United States of America,” **said Governor Larry Rhoden**. “South Dakota is the freest state in a nation founded on the principles of freedom, so it is only fitting to celebrate in our backyard. We look forward to celebrating at the iconic Mount Rushmore National Memorial!”

Mount Rushmore’s majestic carvings honoring Presidents George Washington, Thomas Jefferson, Theodore Roosevelt, and Abraham Lincoln provide a stunning setting for a full schedule of activities during the Independence Day weekend. Details are available on the park’s *Event Calendar*.

Tickets are required to attend the July 3 festivities and fireworks. The park will close to the general public the evening of July 2 and reopen for ticketed participants only starting at 1 p.m. Mountain Time on July 3. July 3 special events in the park will take place from approximately 4–10 p.m.

Applications for the *ticket lottery* can be submitted from April 8 at 8 a.m. MT through April 12 at 9:59 p.m. MT. There is a \$1 non-refundable lottery application fee. Each applicant can apply for up to four tickets and a parking space or shuttle service. Applicants will receive lottery results on April 14. Successful notices will include additional details and instructions for attendees. As part of the Trump administration's commitment to enhancing access for American residents, the lottery and event are open only to U.S. residents. A valid, government-issued photo ID will be required for entry for ages 16 years and older. Visitors should allow ample time for security screening. There will be limitations on items allowed through security. Additional information is available on the *park's Independence Day website*.

About the National Park Service. Established in 1916, the National Park Service preserves America's most treasured natural and cultural places for the enjoyment, education and inspiration of current and future generations. Learn more at *nps.gov*.

Forest Service News Release

Contact: National Press Desk

Email: SM.FS.pressoffice@usda.gov

Forest Service announces \$182 million in retroactive Secure Rural Schools payments to support counties, schools and wildfire preparedness

(Washington, D.C., February 20, 2026) -- The U.S. Forest Service *today announced* it is issuing \$182 million in retroactive Secure Rural Schools (SRS) payments for 2024, delivering critical funding to eligible states and counties with National Forest System lands. These payments help sustain public schools, maintain local roads, strengthen wildfire preparedness, and support other essential services in rural communities.

“For many rural counties, SRS payments aren’t optional – they’re essential,” said Forest Service Chief Tom Schultz. “The Forest Service’s annual payments provide reliable, predictable funding that rural states and counties depend on. These payments strengthen local schools and infrastructure while honoring the partnership between national forests and the communities that surround them.”

The 2024 payments include Title I and Title III allocations, which help fund education, transportation infrastructure and critical community services in rural areas. They also enhance wildfire readiness at the local level by supporting Firewise

Communities programs, reimbursing counties for emergency services on national forests, and supporting the development of Community Wildfire Protection Plans — making communities safer and improving coordination with Forest Service wildfire response efforts.

Because SRS had not yet been reauthorized when 2024 payments were issued, the Forest Service initially made payments under the 1908 revenue-sharing framework, as required by law. With reauthorization, the agency is now reconciling payments to ensure counties receive the full amounts owed under the program.

Since 1908, 25% of Forest Service revenue from timber sales, mineral leases, livestock grazing, recreation fees and other sources have been shared with states and counties containing national forests. By the 1990s, long-term reductions in timber revenue significantly reduced these payments, prompting Congress to enact the Secure Rural Schools and Community Self-Determination Act of 2000 to provide more stable funding for at-risk local services.

Over the past decade, the Forest Service has distributed \$2.6 billion through the SRS program.

For more information about the Secure Rural Schools program, visit: <https://www.fs.usda.gov/working-with-us/secure-rural-schools>

This email was sent by: **USDA Forest Service**

1400 Independence Ave., SW, Washington, D.C., 20250-0003, USA

[Update Profile](#)

South Dakota DOT Update



U.S. HIGHWAY 385 CONSTRUCTION
ROAD CLOSURE

CLOSURE E

Pactola Dam to Custer Gulch Road
Oct. 20, 2025 – March 6, 2026

*Local access to Victoria Lake Road maintained

The graphic includes a map of the region showing the route of U.S. Highway 385. A dark red line indicates the road closure area from the Pactola Reservoir to Custer Gulch Road. An orange line shows the detour route around the closure. Key locations like Rapid City and Sheridan Lake are marked. A legend in the bottom right corner identifies the red line as "Road Closure" and the orange line as "Detour".

Project Update

Friday, March 6, 2026

Current Construction:

- Closure E (Pactola Dam to Taylor Ranch Road) is currently in place and ends on Friday, March 20, 2026. Outside of the closure area, construction crews are continuing work on the roadway.
- The overnight crew that the contractor has been utilizing to complete pipe replacement will be ending on Friday March 6, 2026. No night work is planned for the remainder of the project.
- The driving surface within the construction area is a combination of pavement, blotter (a hard, packed surface that resembles asphalt), and gravel. Portions of Highway 385 are gravel, including the segment from Wrinkle Valley Road to Taylor

Ranch Road, and the segment from Sheridan Lake Road extending 0.5 miles to the north.



[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.

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.



**U.S. HIGHWAY 385
CONSTRUCTION**
PENNINGTON-LAWRENCE COUNTY LINE TO SHERIDAN LAKE

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



Custer Senior Center

April Activities





To educate every student
to his or her potential

April Calendar

A purple rectangular graphic with a white border. In the top left corner is the CUSD logo. To its right, a white speech bubble contains the text 'IMPORTANT REMINDER: CLOSED FOR SPRING BREAK!' with a small bee icon above it. Below the logo, the text 'Have a safe & wonderful break!' is written in a cursive font. A yellow megaphone icon is on the left side. A yellow box in the center contains the text 'CUSTER SCHOOL DISTRICT' and 'NO SCHOOL' (underlined) 'APRIL 2 ~ APRIL 6'. At the bottom, it says 'SCHOOL RESUMES TUESDAY, APRIL 7, 2026'. On the right side, there are four white circles stacked vertically.

**IMPORTANT REMINDER:
CLOSED FOR
SPRING BREAK!**


*Have a
safe & wonderful
break!*

CUSTER SCHOOL
DISTRICT

NO SCHOOL
**APRIL 2 ~
APRIL 6**

SCHOOL RESUMES
TUESDAY, APRIL 7, 2026

WEEKLY INSPIRATION

A photograph of Michael Jordan in mid-air, jumping over a puddle on a concrete surface. He is wearing blue jeans and red and black sneakers. The background is blurred, showing an outdoor setting with a brick wall and a trash can. The text is overlaid in white, bold, sans-serif font.

**NEVER SAY NEVER
BECAUSE LIMITS,
LIKE FEARS,
ARE OFTEN JUST
ILLUSIONS.**

- MICHAEL JORDAN

HELP WANTED

WE'RE HIRING!



➤ ADMINISTRATIVE ASSISTANT

Full-Time, Benefited Position
Applications will be accepted through April 8.

➤ STAKING TECHNICIAN

Full-Time, Benefited Position
Applications will be accepted until the position is filled.

For full descriptions and how to apply visit:

www.bhec.coop/careers



Black Hills
Electric Cooperative, Inc.

A Touchstone Energy® Cooperative 

Black Hills Electric Cooperative is an equal opportunity provider, employer, and lender.

WE ARE HIRING

ARCADE ATTENDANTS & TAPROOM SERVER

- Fun work environment
- Employee discounts
- Friends & family passes
- Flexible schedule
- Employee events



OPEN YEAR ROUND  KEYSTONE, SD



Forest Service
U.S. DEPARTMENT OF AGRICULTURE

FOREST SERVICE CAREERS

**REAL JOBS
REAL IMPACT**

NOW HIRING

**Recreation Temporary Positions
Not To Exceed 1039 Hours**



The Forest Service is hiring seasonal/temporary positions across the Nation. Positions are not to exceed 1039 hours. The job opportunities are available in a variety of exciting and rewarding locations. If your passion is working in the great outdoors the Forest Service invites you to apply!

Forestry Aids and Technicians perform most of their duties outdoors, which could include trail repair, campground maintenance, visitor information, and wilderness protection.

Apply on USAJOBS.GOV

Scan to learn how to create an effective USAJOBS resume within the new two-page limit.



Questions?

Email: SM.FS.r8recruiting@usda.gov

Scan to learn more about Forest Service careers.



USDA is an equal opportunity provider, employer, and lender.



BLACK HILLS
**PARKS &
FORESTS**
ASSOCIATION

We are Hiring!

Do you enjoy working hard with a fun crew all while supporting National Parks, Forests, and Monuments? If yes, then maybe one of these jobs is for YOU!

Wind Cave

Retail Sales & Information Associate



Hot Springs, SD



Part-Time WEEKEND Associate - \$13-\$15/hour



Send applications & questions to:
hthompson@blackhillsparks.org

Jewel Cave

Retail Sales & Information Associate



Custer, SD



Part/Full Time Associate \$13-\$15/hour



Send applications & questions to:
rreichardt@blackhillsparks.org

BHPFA HQ

Retail Sales & Information Associate



Custer, SD



Part/Full Time Associate - \$13-\$15/hour



Send applications & questions to:
nmasek@blackhillsparks.org

Pactola Visitor Center

Retail Sales & Information Associate



Rapid City, SD



Part/Full Time Associate \$13-\$15/hour



Send applications & questions to:
nmasek@blackhillsparks.org



Scan QR Code
or visit:

<https://blackhillsparks.org/employment/>



🌟 WE'RE HIRING! 🌟

Looking for a fun, high-energy person to join our team at Xtreme Sport! ✨

If you can multi-task, serve beer 🍺, throw food in the oven 🍕, and show guests how to play our simulators 🎮, we want YOU!

🕒 Openings: Monday – Thursday, 10:30 AM – 8/9 PM
Come be part of the action and make work feel like play! 💪

✉️ Apply in person or DM us for more info!



the **Y** **NOW**
HIRING

The Custer YMCA is now hiring childcare positions!

- Afterschool Activity Assistant
- Childcare Site Coordinator & Childcare Aide
- Toddler Lead Teacher

apply online at: <https://rcymca.isolvedhire.com/jobs/>



Making a Difference Together!

Premier Family Eyecare is looking for a dependable, self-motivated, compassionate person with a customer service background and good computer skills to help at our front desk.

Candidate must be able to:

- Work as a part of a team
- Greet patients in a polite, prompt, and helpful manner
- Update patient information
- Collect patient copays
- Ensure completion of any required forms
- Inform clinical staff of patient's arrival
- Maintain orderly waiting areas
- Coordinate, schedule, and reschedule patient appointments
- Answer questions as able or assist the patient in getting questions answered
- Answer telephone, screen calls, and take messages as needed
- Assist patients with frame and lens options
- Dispense contact lenses and glasses

We are looking for a full-time employee, but maybe flexible for the right candidate.

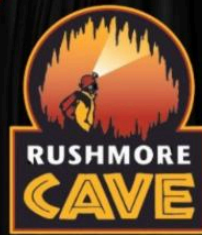
No night or weekend hours required. Experience is preferred but not required.

If interested, please contact Premier Family Eyecare at 605-673-2716 or email resumes to custereye@gwtc.net

WE ARE **HIRING**

TOUR GUIDES, RIDE OPS, SNACK SHACK ATTENDANTS, INDOOR SUPERVISOR, SPARKYS SUPERVISOR, RETAIL SUPERVISOR.

- Fun work environment
- Employee discounts
- Friends & family passes
- Flexible schedule
- Employee events



A large museum exhibit of mammoth skeletons in a naturalistic setting. The skeletons are arranged in a way that suggests a natural habitat, with large tusks and bones visible. The background is a light-colored wall with a railing. The text is overlaid on a semi-transparent brown rounded rectangle.

WE ARE HIRING!

CONSERVATION
TECHNICIAN

Visit

www.mammothsite.org/hiring
for more information

WE ARE

HIRING



Ready for a Summer Job That's Anything But Ordinary?

If you're looking to spend your summer surrounded by South Dakota's stunning landscapes, wildlife, and adventure—this is the opportunity for you.

Custer State Park is hiring for a variety of seasonal positions that offer more than just a paycheck—they offer real-life experiences, outdoor work, and the chance to be part of something special. Whether you're interested in parks, wildlife, customer service, or just want to be part of a dynamic team, there's a spot for you.

- Applicants must be 17 or older
- Competitive wages
- Housing available

Typical season runs mid-May through Labor Day (some positions may start earlier or end later)

Most roles involve working outdoors and interacting with visitors—so if you love nature and people, this is your chance to shine.

Questions? Call the park office at 605-394-2693

We can't wait to meet our 2026 crew—come join the team and make this summer unforgettable!

#HiFromSD #SDInTheField #DiscoverBlackHills

View job descriptions and apply with the links below:

Naturalist - <https://bit.ly/4q4jnY0>
Custer State Park Campground Attendant - <https://bit.ly/48FUiNr>
Gate Attendant/Information - <https://bit.ly/4oTs2LV>
Ground Maintenance - <https://bit.ly/4j0sgiz>
Resource Technician Crew Leader - <https://bit.ly/4pHtC55>
Resource Technician - <https://bit.ly/4s1yROj> See less



We are seeking qualified candidates to join our team in the ***Black Hills Visitor Information Center***. Interested applicants should send a cover letter and resume to ara@blackhillsbadlands.com or give Ara a call at 605-355-3600.

Visitor Information Center Host: <https://bit.ly/3KKeh4f>
Visitor Information Center Supervisor: <https://bit.ly/4pMSWWF>



CARSON DRUG

WE ARE HIRING

Don't miss this opportunity

- PHARMACY TECHNICIAN
- PART-TIME OR FULLTIME
- PAY \$20.00-\$25.00
- CERTIFICATION PREFERRED
BUT NOT REQUIRED IN SD

- Stop in to apply in person
- Send Your CV to Colby at
Carsondrug@gwtc.net
- Apply on Indeed





PAIN & MOVEMENT
SOLUTIONS

JOIN OUR TEAM!



CUSTER, SD

PHYSICAL THERAPIST

- Clinic Director Opportunity, mentorship available
- Serve as primary care for all musculoskeletal conditions in general outpatient private practice.

Email office@painandmovementsolutions.com to learn more.



WE ARE HIRING

Physical Therapist Aide

Custer Location

Looking for a flexible, part-time position in a positive, healthcare setting? We're seeking a dependable, detail-oriented individual to support our clinic team and keep things running smoothly behind the scenes.

Cultivate relationships within the healthcare realm and work with industry leading therapists while serving as a crucial player in meeting our patients' goals.

- 8-10 hours/week
 - Weekdays during business hours (flexible scheduling)
- \$14/ hour, part-time
- Great for students interested in healthcare or physical therapy
- Send resume to julie@painandmovementsolutions.com for consideration



1369 Montgomery Street, Custer, SD 605-574-1802

Want to Work With Us?

We're
Hiring!





CUSTER SENIOR
CENTER

**WE'RE
HIRING!**

OUR EXECUTIVE DIRECTOR
POSITION IS OPEN. PLEASE STOP
BY THE CENTER OR EMAIL YOUR
RESUME TO
CSCDIRECTOR@GWTC.NET



For more information please call:
(605)673-2708

**538 Mt. Rushmore Rd.
Custer, SD 57730**



HELP WANTED

WE ARE LOOKING FOR PART-
TIME WORKERS YEAR-ROUND.

APPLY TODAY

CUSTERCANDYCO@GMAIL.COM

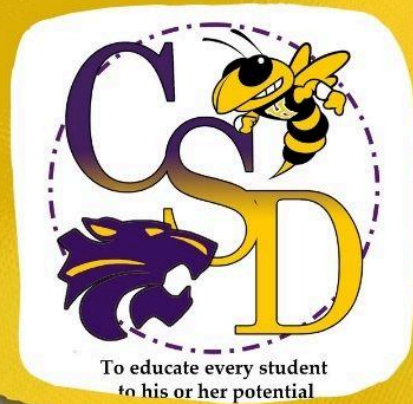
Outlaw Ranch



Outlaw Ranch is looking for a part-time assistant cook/baker. Our beautiful space offers a welcoming working environment. Experience preferred, will train. Pay DOE. Hours for this position vary throughout the year, as we host a wide variety of retreats from August-April, and we host summer camps for ten weeks from late May through July.

Please call Jamie at 605-673-4040 for more details.

Join Us.



**BE A PART OF OUR
EDUCATIONAL
TEAM!**



Current Openings:

- SPED PARAPROFESSIONAL @ CES
- Substitute Teachers & Custodians- at all schools
- To apply: <https://www.csd.k12.sd.us/page/current-career-opportunities>
- Call Custer School District 605-673-3154

www.csd.k12.sd.us

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

Chamber Staff & Board of Directors



CHAMBER STAFF

Dawn Murray
Executive Director
dmurray@custersd.com

Fred Baumann
Information Associate
fbaumann@custersd.com

Lacey Curl
Office Assistant
assistant@custersd.com

Rachelle Woodford
Office Assistant
bytes@custersd.com

Joel Behlings
Information Associate
info@custersd.com

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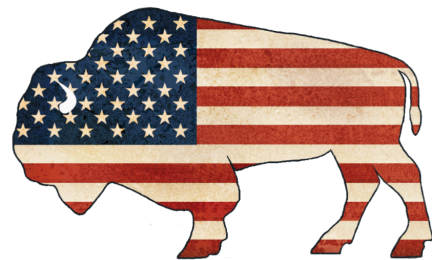
Tim Frederick - School Liaison

Lydia Austin - CSP Liaison

Jessica Noteboom - BID Board Liaison



Our Address:
615 Washington Street
Custer, SD 57730



CUSTER
Chamber of Commerce

Phone Numbers:

605-673-2244

800-992-9818

dmurray@custersd.com /custersd.com

Visit our Website

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Custer Area Chamber of Commerce | 615 Washington St. PO Box 5018 | Custer, SD 57730 US

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