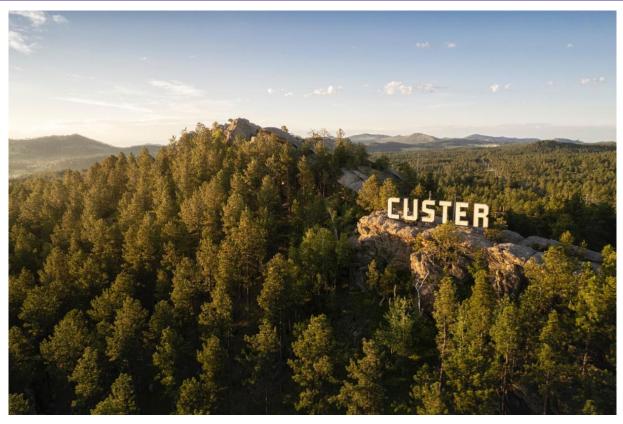




Buffalo Bytes



CUSTER CONNECTIONS



With over 1 billion users worldwide and a rapidly growing e-commerce ecosystem, TikTok has become a powerful platform for small businesses and solopreneurs to reach new audiences and boost sales. Whether you're a boutique owner, a skincare brand, or a service provider, or someone with an under 40 audience, TikTok offers a unique way to connect through short-form, engaging video content.

But getting started—especially if you're new to the platform—can be intimidating. It can feel like walking into the cafeteria on the first day of high school when you don't know anyone. You feel like you're one lame comment away from ruining your career.

But don't worry. There's a lot of potential out there. And who knows? You might even have some fun.

This guide breaks down the basics of selling on TikTok, best practices for beginners, what to avoid, and concerns about the platform's uncertain future in the U.S.

Getting Started: Everything You Need to Sell on TikTok

New to TT? Or still working on building an audience. We have you covered. Follow the steps below to get your ecommerce working.

1. Create a Business Account

Switch to a TikTok Business Account in your settings. This unlocks analytics, a product showcase tab, and access to TikTok's Ads Manager. It will also impact what music you can use in your videos (say good-bye to most trending audio) but it's a tradeoff that you'll benefit from. Other benefits include: a clickable website link in your bio immediately as a business account as opposed to an individual account that requires 1,000 followers before you can do that; business accounts have an option to add a business category and contact email; and business accounts have a customizable auto-reply message for DMs (in some regions).

2. Set Up TikTok Shop (if eligible)

TikTok Shop allows you to sell directly on the platform. To use it, you must meet eligibility requirements (which vary by region), including proof of identity and a business license in some cases.

2 Connect a Product Catalog

3. Connect a 1 Toutet Catalog

If you're using Shopify, WooCommerce, or BigCommerce, you can *integrate your product catalog with TikTok* for easy promotion and tagging.

Best Practices for TikTok Selling for Beginners

TikTok may not work for every industry, but if you're in health/beauty or clothing and accessories, you should probably give it a whirl. In 2024, U.S. sales in TikTok Shop for health and beauty totaled \$1.34 billion, and apparel and accessories sales reached \$1.01 billion. Ad that's not including stats from individual influencers!

While there is no formula to become a viral sensation on this platform, and results will vary by audience and niche, there are several best practices you'll want to stick with:

TikTok thrives on real, relatable content. You don't need a production studio—just good lighting, a phone, and your personality. People want to see the face behind the brand. Some of the most popular sales videos are just people talking about products they like and why.

Jumping on trends (songs—this ability could be impacted by switching to a business account, memes, challenges) can help your videos go viral—but add your own spin. Tie the trend back to your product or service in a way that feels natural. And to use some eighties vernacular—you don't want to look like a poser, jumping on the bandwagon. If you are going to jump on the bandwagon, make it memorable. Play around with the ideas of "this trend AND…"

Aim for 3–5 posts per week, more if you can. Try product demos, behind-the-scenes clips, customer testimonials, or how-tos. Try a few posts that show your personality even if they don't directly mention your product or service. People are, after all, on the channel for entertainment. Pay attention to what performs best and adjust accordingly.

Keep in mind many people have become "TikTok famous" out of sheer consistency. Showing up in someone's feed every day is going to help them recognize you and know you, making it easier to *eventually* buy from you.

Whether it's "Click the link in bio," "Check out our TikTok Shop," or "Follow us for more," always guide the viewer to the next step. Much of the time they'll do it if they enjoyed what they watched.

Use tools like the TikTok Creative Center, Video Editor, and CapCut (free and paid versions) to polish your content. TikTok also offers tutorials and inspiration in the Business Learning Center.

Engage With Comments and Other Creators

Reply to comments with videos, duet with other creators, or jump into conversations in your niche. The more you engage, the more the algorithm will favor your content.

Captions and hashtags help TikTok understand and categorize your content. Use niche-specific hashtags (#SmallBusinessCheck, #TikTokMadeMeBuyIt) and keywords in your captions.

Things to Avoid

There are some things that don't cut the mustard on TikTok. Stay clear of:

- · **Overly Salesy Content**. People scroll TikTok for entertainment. Hard-selling turns people off. Think storytelling first, selling second.
- · **Ignoring Analytics**. Use TikTok's analytics to understand what content works best—and when your audience is most active.
- · **Low-Quality Video**. Blurry, dark, or hard-to-hear videos won't keep viewers around. Basic lighting and audio matter.

- **Neglecting Your Profile**. Make sure your bio clearly states what you offer. Include a link to your website or TikTok Shop.
- · **Inconsistent Branding**. Even if your videos are informal, aim for a consistent tone, aesthetic, or message.

Is TikTok at Risk of Being Banned in the US?

Yes, there is some concern over TikTok's future in the U.S. due to national security debates and bipartisan legislation. While the app is still fully functional, businesses should diversify their digital presence, which is good advice for any platform that you don't own. You should:

- · Repurpose your TikToks on Instagram Reels and/or YouTube Shorts.
- · Grow your email list to maintain a direct line to customers. Social media platforms can become unpopular (or get banned). You want to be able to reach your audience.
- · Drive traffic to your website or online store whenever possible.

In short, use TikTok as a growth tool—but don't rely on it as your sole sales engine.

TikTok Is a Tool, Not a Magic Wand

If you're new to TikTok, be patient. Building an audience takes time, but the payoff can be enormous—especially for small businesses with niche appeal and a story to tell.

Start small. Be consistent. Show up as yourself. And don't forget to have fun. That's what TikTok is all about.

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



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2925

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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

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



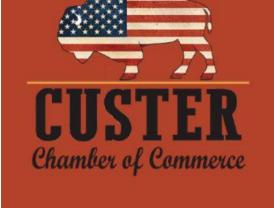




WHEN: MAY 13TH, 2025

WHERE: 141 N. 5TH ST, CUSTER

TIME: 5 PM



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.

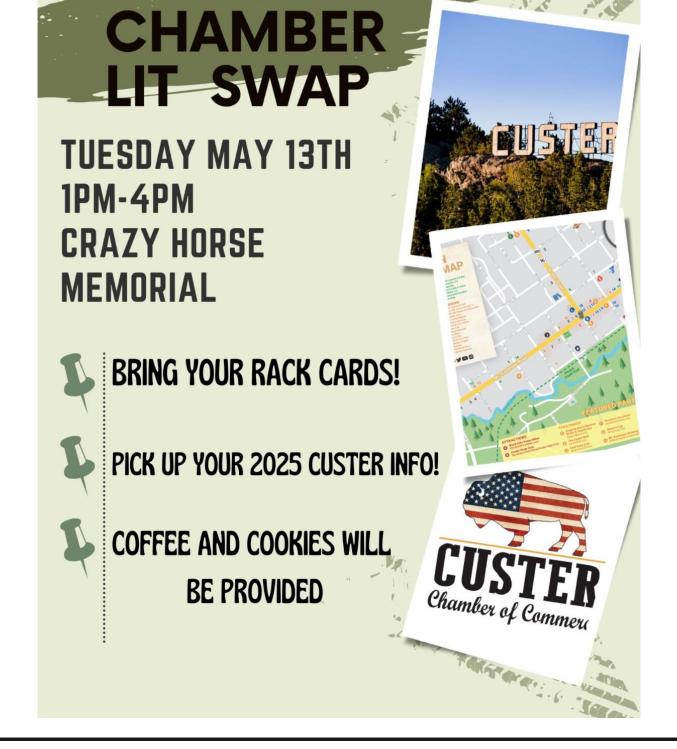
We have some exciting events, such as the Mayor's Ride, Presidents Ride, Selfie Poker Run, Happy Hour, Live Entertainment, and more.

There is sure to be something for everyone!



Register Here





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

Southe<mark>rn Hills Title</mark>
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 Sponsoi

Custer County Republicans Nelsons Oil and Gas

Firecracker Ringo



WELCOME NEW MEMBERS!



Black Hills Enclave Game On Arcade

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

Membership

Spotlight

Want your business in this spot and on facebook?



AREA EVENTS



Custer Rotary

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



Hors d'oeuvres
CASH Bar



OPEN TO THE PUBLIC

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



South Dakota Enhanced Conceal Carry Class

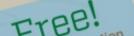
This is a One day Class

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









Suggested donation

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

Custer Mile High

Garden Club



"Native Edibles: Shrubberries, Teas, Tubers & Novelties"

Presentation by Emily Newcomb

Monday, April 28, 6:30 p.m. Pine Room, Courthouse Annex 447 Crook Street, Custer, SD

(Enter thru the double doors on the backside of the building)



~ Open to the Public ~ ~ Refreshments ~

For more info call 605-673-1901 Facebook: Custer Mile High Garden Club



Made with PosterMyWall.com

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 4×4 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.





Custer Senior Center





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





Black Hills Playhouse Celebrates Mothers with Exclusive Mother's Day Pass Sale

For Immediate Release

SOUTH DAKOTA – Celebrate the special women in your life with the gift of live theatre! The Black Hills Playhouse is honoring moms everywhere with a limited-time offer—the Mother's Day Pass Sale, available May 1–12. This is your chance to treat someone you love (or yourself!) to an unforgettable night of live theatre at a discounted rate—but act fast before this heartfelt deal is gone.

What's Included for Just \$72.00 (+\$8.00 processing fee)?

- Two tickets to any upcoming Black Hills Playhouse performance
- One large box of their famous popcorn
- A total savings of \$18.00

Now the only question is-which incredible show will you choose?

Season 79: "The Impossible Must Be Possible"

This season's lineup features four captivating productions that will transport audiences into worlds of mystery, music, and theatrical magic:

Agatha Christie's Murder on the Orient Express - A thrilling whodunit filled with intrigue

Legally Blonde: The Musical - A high-energy, feel-good Broadway hit

Waitress: The Musical - A heartfelt story with show-stopping songs

The Book of Will - A love letter to Shakespeare and the power of storytelling

This exclusive Mother's Day Pass offer is only available through May 12, so don't wait—secure your pass today and give the gift of memories made at the theatre: https://www.blackhillsplayhouse.com/passes

###



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

- 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



McGovern Day Rally

Unite. Act. Change the Future

4:00 pm ~ Happy hour with Cash Bar & Hor d'eouvres

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



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/mcgoverncuster

PO Box 5065 Custer, SD 57730 Email: ccsddp21info@gmail.com

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.

FB: @custercountydemocratsofsouthdakota

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 Hyw. 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!

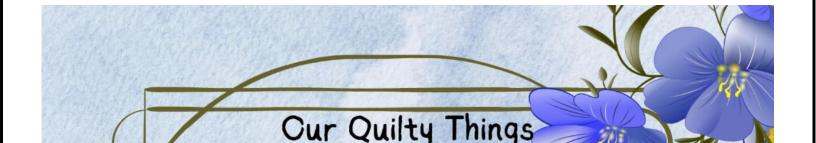
Auctioneers Note: Location, location, location best describes these prime Black Hills area sites, with easy commuting to Rapid City and all the Black Hills has to offer! These impressive tracts will ABSOLUTELY SELL WITHOUT RESERVE! Consider investing in multiple tracts, certainly bound to increase in 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





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.





FT. PIERRE STATE SURPLUS AUCTION

SD State Surplus Vehicle & Equipment Live Auction
Located at: Stanley County Fairgrounds/Expo
320 Casey Tibbs, Ft. Pierre, SD

Wednesday, May 14, 2025 9:00am CDT



VEHICLES: '18 Dodge Charger Police; '14 Chevy Tahoe police; (15) '07-'19 Chevy Impalas & Malibu; (5) '07-'18 Chevy Tahoes & Suburbans; (16) '01-'19 Chevy, Dodge, Ford Pickup Trucks; Chevy, Ford & Dodge Vans; also Dodge Durango; and others!

EQUIPMENT & Misc: '01 NH LW170 loader; Ground Hog 3pt groomer; '16 Warn Sprayer; '15 Industrial parts washer; '14 Husqvarna riding mower; Bobcat &Skid Steer attachments: snow blowers, broom, Jack hammer, plate, auger & bits; '13 Alamo 15' Batwing Mower; '12 Kubota mower; 10' Utility trailer; '03 Gehl Skid loader; (4) JD mowers; (2) '01 Trailking 32' tilt bed trailers; '79 trailer w/400 gal. tank; JD Utility Tractor; (2) JD front deck mowers; Lincoln 3 phase welder; Stihl weed eaters; FMC tire machine; Back pack mosquito fogger; Arins walk behind trimmer; Honda powered paint sprayer; JD pressure washer; Bed glide tool box; Self Contained breathing units; drill press; drafting table; Onan generator; Medical exam table; (18) Concrete Testing cylinders; testing scales; (2) service type pickup toppers; and so much more.

RECREATIONAL: '16 JD Gator; '14 Yamaha ATV; '13 Cub Cadet; '13 Polaris Ranger 6X6; '11 Kawaski 600 Mule; '09 Yamaha Big Bear ATV; (2) '09 125 Kawasaki Motorcycle; (7) '08 GZ250 Suzuki Motorcycles; (4) '01 GZ250 Suzuki Motorcycle; 20HP Merc. Outboard Motor; (10) Garmin Handheld GPS; (11) Sig P226 Airsoft Pistols; (10) buckets used 223 40 9MM brass; Numerous P226 & other holsters; (29) X2 Training Tasers; (26) SIG P226 Training Pistols; (60+) .40 Caliber Dummy Rounds; (6) Sig P226 Drop Holster Kits; Sig P226, 9MM & .40 Mags; and more

LARGE ASSORTMENT OF OFFICE RELATED FURNISHINGS, EQUIPMENT AND MISC. Bring your Trailers!

TERMS & CONDITIONS: LIVE PUBLIC AUCTION. Cash, Check, Credit Card Day of sale. All items must be settled for before loading out. All items sold as-is without warranty Complete details & photos at www.bradeenauction.com.





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



Workshops

BHPFA Members receive 15% off!



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



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





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.









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







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





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.



For Immediate Release

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

1

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) #44

 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

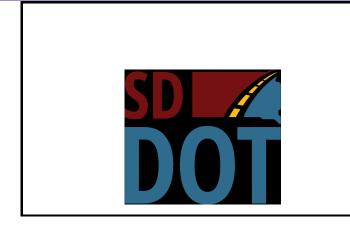
Travel South Dakota 711 E. Wells Avenue Pierre, South Dakota, 57501 605-773-3301 | sdinfo@state.sd.us

APRIL 2025 SDVISIT.COM





PRESS RELEASE



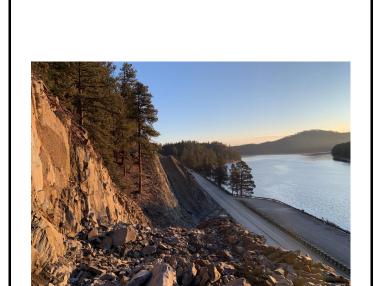


Project Update Friday, April 18, 2025

Current Construction:

- Phase 2 construction operations currently involve grading, tree clearing, controlled rock blasting, and the removal of surfacing both from Calumet Road to Be Still Road and from McCurdy Gulch to Pactola Dam. 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.
- The Pactola Overlook parking lot is currently closed until Sunday, April 20, 2025. Upcoming Construction:
 - On Monday, April 21, 2025, traffic will be diverted onto a 1,200-foot-long diversion with gravel surfacing, approximately one-half mile north of Sheridan Lake Road. This diversion is done to allow for construction of a box culvert. The 12-foot width restriction will remain in place.
 - Sheridan Lake Fishing Pier and parking lot will be closed from Monday, April 21, 2025, until Friday, June 13, 2025. Fishing access from Dakota Point and Sheridan Lake Campground will not be impacted.
 - Phase 1 permanent surfacing activities begin Monday, April 21, 2025. The contractor will
 use pilot cars and flaggers as needed starting on Monday, April 28, 2025, with delays of up
 to 15 minutes. Surfacing activities will start at the Pennington Lawrence County Line and
 work south. Phase 1 surfacing is expected to be completed by Tuesday, July 15, 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 still 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. Construction work will also take place overnight as needed.
 - 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.





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" to605-566-4041. Subscribers can unsubscribe at any time.





FREE TEXT ALERTS:

Text "US385" to 605-566-4041









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.

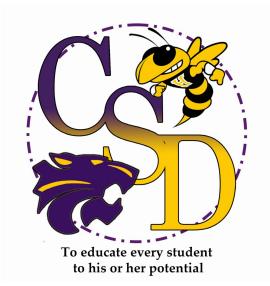
Subscribers can unsubscribe at any time.





Custer Senior Center

April Activities



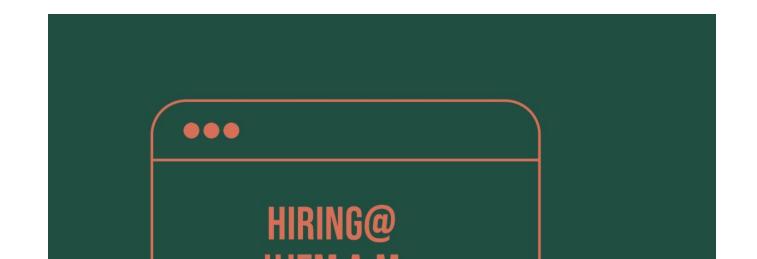
April Newsletter

WEEKLY INSPIRATION

Every trail has some puddles.



HELP WANTED



HJEM A.M PART TIME MORNING SHIFTS

...

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

APPLY NOW!

...

• DISHWASHERS
• LINE COOKS
FRONT OF HOUSE
• SERVERS

WEARE 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 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



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
- Great teamwork and customer service skills
- Working knowledge of computers and point-ofsales systems a plus
- · Pay: from \$15 per hour
- · Benefits: Employee discount, flexible schedule, full-time
- · 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
- . 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













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:

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





Positions Available

-Front Desk Staff Member

-Housekeeping Staff Member

Competetive Wage Employee Benefits Facility Benefit Options Employee Discounts

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

INTERN WITH JEWEL CAVE THIS SUMMER!

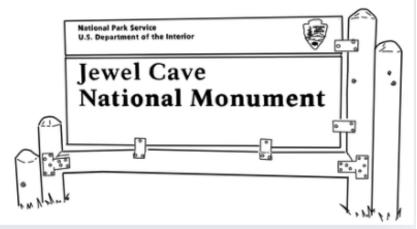
Interpretive intern to provide site orientation and visitor assistance at the visitor center. The intern also guides cave tours and other visitor.

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









CUSTER BEACON IS HIRING

FOR SUMMER SEASON

- 🗸 Marketing Manager
- 🧹 Bartenders
- Servers
- ✓ Kitchen Team
- Dish Washers

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

Apply Online at:

https://korczaksheritage.khonline.biz/open-positions?showleaving-site-message=true



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





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

- STEP 1: Create an Account on <u>USAJOBS.GOV</u>
 - Enter your profile information and create a resume.
 - Consider the Helpful Resume Tips.

HELPFUL RESUME TIPS

 Make your resume includes your specialized experience as it relates to the duties section of the job announcements in

- 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.
- 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 followup questions or those related to the particular job.
 - The agency contact information is listed in the "How to Apply" section of the job announcement.

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- Include hours of work or full-time/parttime status for each job you include in the work experience section on your resume.
- Make your resume searchable.

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: NATIONAL RECRUITMENT TEAM (IN PROPERTY OF THE P

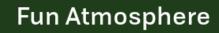




Part time Dishwashers!

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

Family Meal



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



Visit our Website

dmurray@custersd.com /custersd.com

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

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