



Buffalo Bytes



CUSTER
Chamber of Commerce

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

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

Smart Ways — to Use — Summer Interns in Any Business



Summer is a great time to consider the advantage of temporary labor. You know that project you've been putting off? How about the organization structure you wanted to build? What about that technology trial? Or maybe there's something you've been doing that could easily be managed by someone else so you can free up your time for things that require your attention?

As vacations loom and customer buying patterns shift, it's an ideal time to explore temporary hires or interns. According to the *National Association of Colleges and Employers*, businesses expect to hire 3.9% more interns than in the previous year, and 81% say they plan to increase or maintain intern hiring.

But if you think you can just bring in an intern, hand over a pile of small tasks, and call it a program, you're missing a bigger strategic opportunity.

The smartest businesses do something different. They don't use interns just to fill a chair or display them to the community to look like a business that's worried about the future workforce. They use them to tackle work that matters.

Don't think your business could use an intern? Think again. Here are a few ingenious ways to get things done with the "summer help":

Process Detective

One of the best ways to use an intern is as a process detective. Every business has systems that have grown messy over time. Maybe your onboarding is inconsistent. Maybe client files are stored in three places, and no one knows which version is right. Maybe your front desk, inbox, or quoting process depends too much on tribal knowledge.

An intern can document workflows, identify bottlenecks (they provide fresh ideas because they don't know the history), and help organize procedures in a way that saves your team time long after summer ends. It's not glamorous work, but it's high-value work and the intern can learn a lot about process, efficiencies, and operations.

Customer Experience Reviewer

Interns can also be incredibly helpful as customer-experience reviewers. When you're inside your own business every day, it becomes hard to see friction points. An intern has fresh eyes.

Ask them to walk through the experience as if they were a customer. Could they find the right information on your website? Was the contact process clear? Did your social media tell them what you do? Was your location easy to navigate? In almost every industry, there are blind spots the employees stopped noticing years ago.

Content Miner

Another strong use for interns is content mining. This is especially useful for businesses that know they should be marketing more consistently but never seem to have the time.

An intern can help turn existing knowledge into usable content. They can gather frequently asked questions, interview staff, organize customer success stories, pull together blog topic ideas, or help sort photos and video clips you already have. They may not be your final decision-maker, but they can absolutely help uncover the raw material your business has been sitting on. Put them to this task and you may uncover six months' worth of content that no one can produce but you—an excellent way to stand out on social media.

Researcher

Summer interns are also well suited for research projects that tend to get pushed aside. Maybe you want to understand what competitors are doing, what events are worth attending, what partnerships might make sense, or what new audience segments you should be reaching. Maybe you want a clearer picture of local market trends or customer reviews. Interns can gather and organize that information (or use AI to do it) so leadership can make smarter decisions without spending hours chasing data.

Internal Knowledge Organizer

Another overlooked role is internal knowledge organizer. In many small and midsize businesses, important information lives in emails, sticky notes, shared drives, and one very loyal employee's head. That isn't a system. It's a problem waiting to happen. What becomes of your operations if something happens to that employee? At some point every employee leaves. What information would walk with them?

An intern can help create shared resources, update templates, build simple reference guides, and make day-to-day information easier for everyone to find. That kind of cleanup can be the difference between having information at your fingertips or having to leave countless messages for past employees.

Event Planner or Worker

If your business hosts events, supports the community, or depends on local visibility, interns can help there too. They can assist with planning checklists, event follow-up, sponsorship tracking, guest communication, and post-event recaps.

They can help your business show up more professionally and more consistently. As we head into a season when networking, festivals, community programs, and business events often increase, that kind of support can make a noticeable difference.

But none of this works if the internship is built around filler. Interns don't need to run your business, but they do need real assignments, some context, and a sense that their work matters. It's good for them and for you. NACE notes that *organized internship programs* are linked to better conversion outcomes, and interns who are satisfied with their experience are far more willing to accept an offer from that employer later on.

If you're bringing in summer help, think beyond the 2026 version of coffee runner. Think about what your business needs that your team never has time to tackle. Consider the projects that improve efficiency, strengthen visibility, and make future growth easier. That's where interns can shine and that's a much better use of a summer and a desk.

*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

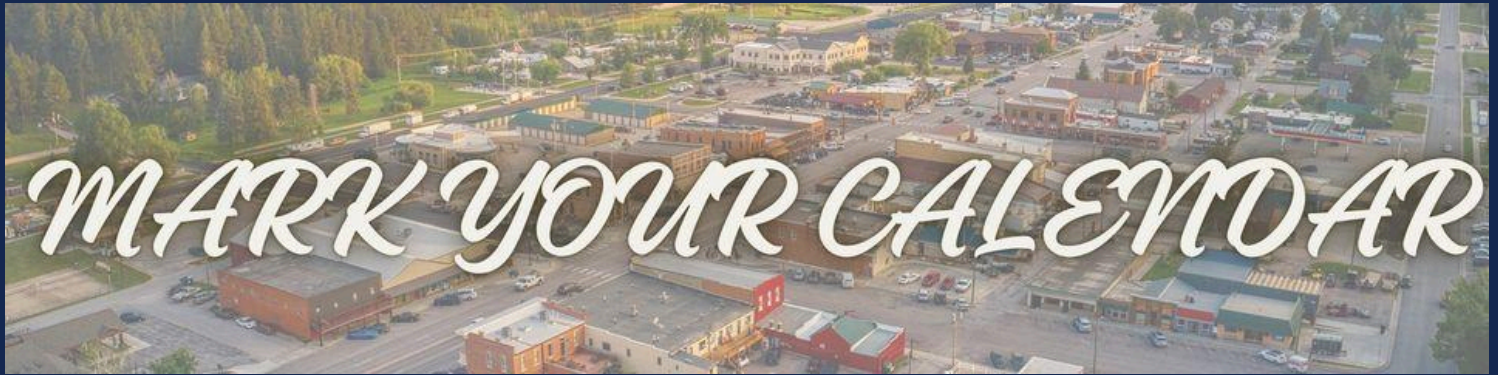


Dawn Murray
Executive Director

2026 EVENTS CALENDAR

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

[Click to download calendar](#)



May 4

Ribbon Cutting at Baker's Bakery & Cafe
11am
Celebrating 20 years in business

May 4

Aspen Federal Credit Union Open House
10am-5 pm
40 N 5th St, Custer

May 5

Ribbon Cutting at Outlaw Ranch
4pm
Celebrating newly remodeled building

May 8

Ribbon Cutting at Art Expressions' new location
4pm
Celebrating a new location

May 14

Ribbon Cutting at Black Hills Parks and Forests
Association's new location
4pm

May 21
Chamber Mixer at Lewis Realty
5pm

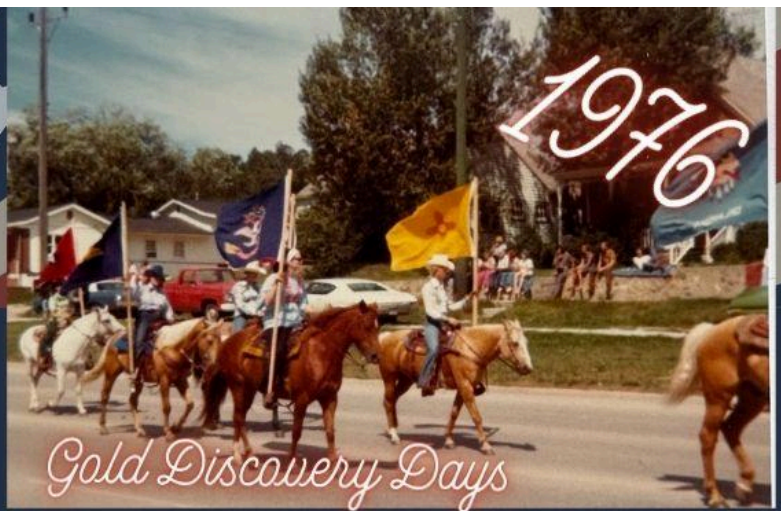


SPONSOR OPPORTUNITY!



CUSTER

Chamber of Commerce



PROUD TO BE AN AMERICAN—RIGHT HERE IN CUSTER!
THERE'S NOTHING QUITE LIKE SMALL-TOWN PARADES, WAVING
FLAGS, AND NEIGHBORS LINING THE STREETS. THIS YEAR, YOU
CAN BE PART OF THAT TRADITION BY SPONSORING A STATE FLAG
IN BOTH THE 4TH OF JULY PARADE AND THE GOLD DISCOVERY
DAYS PARADE!

WE'RE LOOKING FOR 50 LOCAL BUSINESSES TO EACH SPONSOR
ONE OF THE 50 STATE FLAGS, CARRIED PROUDLY ON HORSEBACK
DOWN THE PARADE ROUTE.

FOR JUST \$75, YOUR BUSINESS WILL RECEIVE:

- ★ YOUR FLAG CARRIED IN BOTH PARADES
- ★ A GOOD OL' HOMETOWN SHOUTOUT ON SOCIAL MEDIA
- ★ YOUR BUSINESS ANNOUNCED LIVE AS FLAG RIDES BY

FLAGS ARE FIRST COME, FIRST SERVED—SO DON'T WAIT!

IT'S A SIMPLE WAY TO SHOW YOUR PRIDE IN OUR COUNTRY,
SUPPORT TO BRING BACK A GREAT LOCAL TRADITION, AND LET
FOLKS KNOW YOU'RE PART OF WHAT MAKES THIS COMMUNITY
STRONG.

LET'S FILL MAIN STREET WITH RED, WHITE, AND BLUE—RESERVE
YOUR STATE TODAY!

Promote Your Business

We're excited to introduce a unique and highly visible advertising opportunity right here at the Custer Area Chamber of Commerce Visitors Center—one of the most frequently visited stops for both tourists and locals. We are installing 18" x 24" posters inside the Visitors Center restrooms, featuring 12 individual business ad spaces. Each ad will include a QR code that links directly to the chamber website, —making it easy for visitors to connect with you instantly.

Why This Works:

This placement offers exceptional visibility and engagement:

- High foot traffic from visitors daily
- A captive audience with longer viewing time
- Direct interaction through QR codes
- Affordable, targeted local advertising
- Reaches travelers actively looking for places to eat, shop, stay, and explore

Advertising Details

- Location: Bathroom stalls at the Custer Chamber Visitors Center
- Poster Size: 18" x 24"
- Total Spots Available: 12
- Cost Per Spot: \$250

Each ad includes:

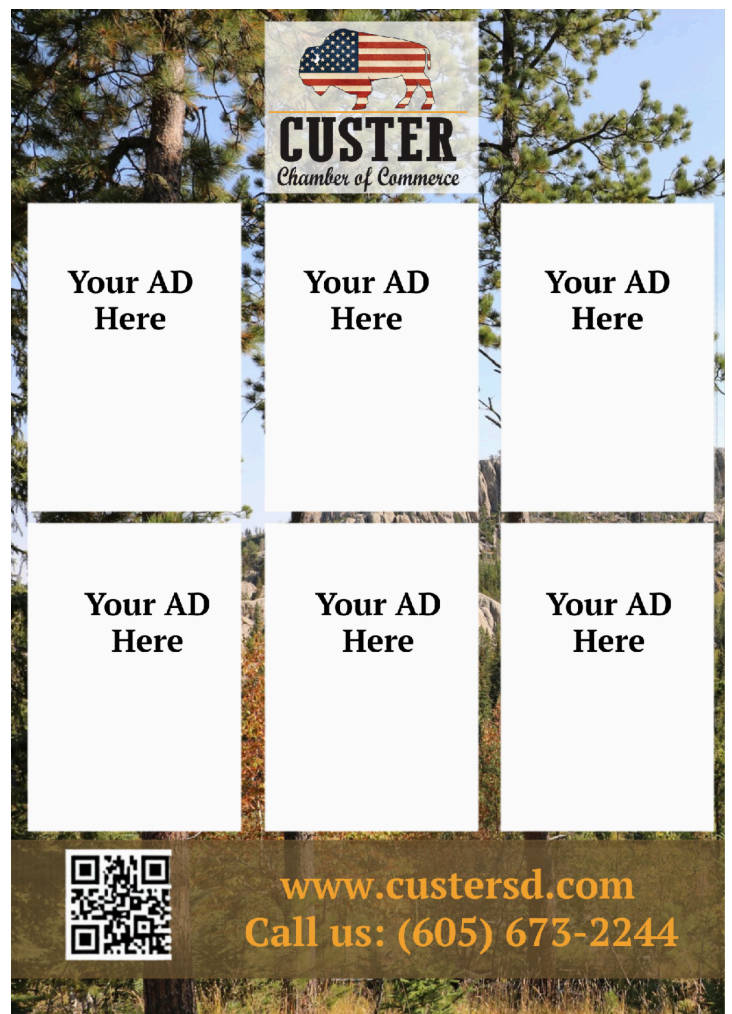
- Your business name
- A short message or special offer
- Optional phone number or tagline

What You'll Receive

- Professionally designed ad placement
- Exposure to thousands of Visitors Center guests
- Placement for the full advertising cycle

Perfect For

- Restaurants & coffee shops
- Lodging & cabins
- Retail shops
- Tours & attractions
- Local services.



Spots are limited and expected to fill quickly, so we encourage you to reserve yours as soon as possible.

To secure your space or learn more, please contact us:

☎ (605) 673-2244

✉ dmurray@ustersd.com

We look forward to helping you connect with the many visitors exploring the Custer area!



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.



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: **9-10:30 a.m. MT on TUESDAY, MAY 5, 2026**

LOCATION: **RAPID CITY - The Monument (LaCroix Hall C), 444 Mt. Rushmore Road N.**

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.



2026

Ribbon Cutting

BAKER'S BAKERY & CAFE

Celebrating
— 20 YEARS —



WHEN: MONDAY, MAY 4TH

WHERE: 541 MT RUSHMORE RD, CUSTER

TIME: 11AM



2026

Ribbon Cutting



OUTLAW RANCH

WHEN: TUESDAY, MAY 5TH

WHERE: 12703 OUTLAW RANCH RD

CUSTER, SD

TIME: 4-6PM

CUSTER
Chamber of Commerce

2026

Ribbon Cutting



ART EXPRESSIONS GALLERY &
GIFTS

WHEN: FRIDAY, MAY 8TH
WHERE: 449 MT RUSHMORE RD
CUSTER, SD
TIME: 4PM

CUSTER
Chamber of Commerce

2026

Ribbon Cutting



BLACK HILLS
**PARKS &
FORESTS**
ASSOCIATION

BLACK HILLS PARKS AND FORESTS ASSOCIATION

WHEN: THURSDAY, MAY 14TH

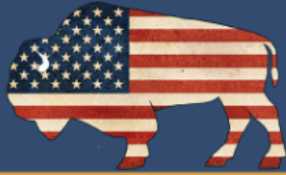
WHERE: 833 MT RUSHMORE RD

CUSTER, SD

TIME: 4PM

CUSTER
Chamber of Commerce

Chamber Mixer



CUSTER
Chamber of Commerce

Hosted By:



May 21st from 5 p.m. to 7 p.m.

Held At Lewis Realty

14 Mt Rushmore Rd, Custer, SD 57730

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



**We are looking for
donations for swag bags**

Ideas for donations

Water bottles

Snacks

Sunglasses

Bandanas

First aid kits

Discount coupons

Highlighters/pens

other items that have your logo

For More Information

Call: (605)-673-2244

Email: dmurray@custersd.com





Sponsor the
CUSTER
OFF-ROAD RALLY
June 12-14

PREMIER- \$500+
RAZOR- \$300
RANGER- \$200
MULE \$100

Email Dawn at dmurray@custersd.com

Selfie Stop
Sponsor- \$250



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

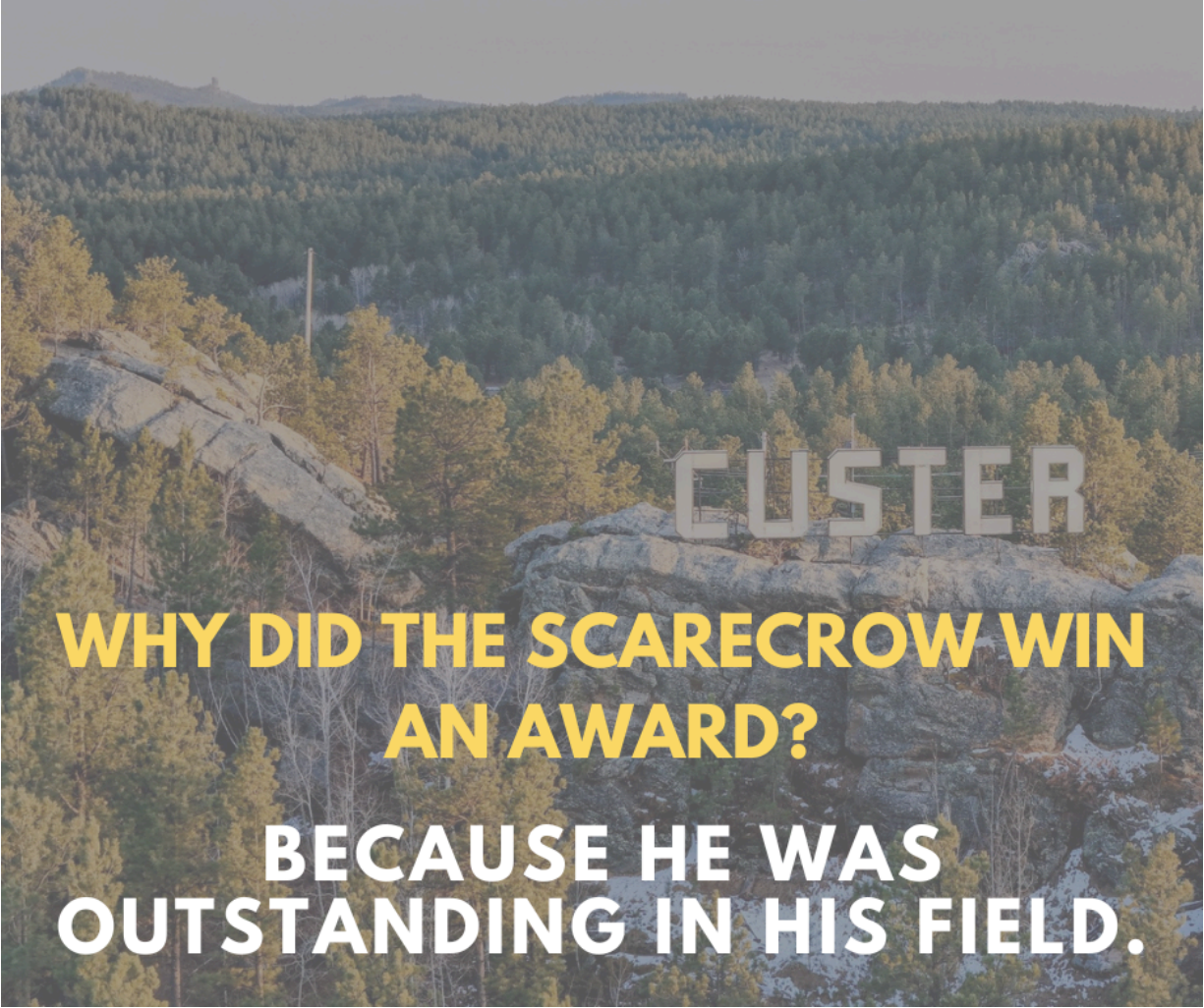


Follow Us on Facebook & Instagram



May 20th





Black Hills Roofing
Wolff's Plumbing & Heating
Aardvark Pest Management
Custer Reloading Center
Fort Welikeit Campground
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: Black Hills Balloons

This week, we're excited to highlight one of Custer's most breathtaking experiences—Black Hills Balloons! Take your adventure to new heights and experience the Black Hills like never before. From a sunrise hot air balloon ride, guests are treated to unforgettable 360° views of untouched wilderness, rolling hills, and local wildlife. Each flight offers a peaceful, once-in-a-lifetime perspective of the beauty that surrounds us right here in Custer.

What you can expect:

Sunrise balloon flights (May–October)

Stunning views of the Black Hills and nearby landmarks
A traditional post-flight champagne toast
First flight certificate to commemorate your adventure

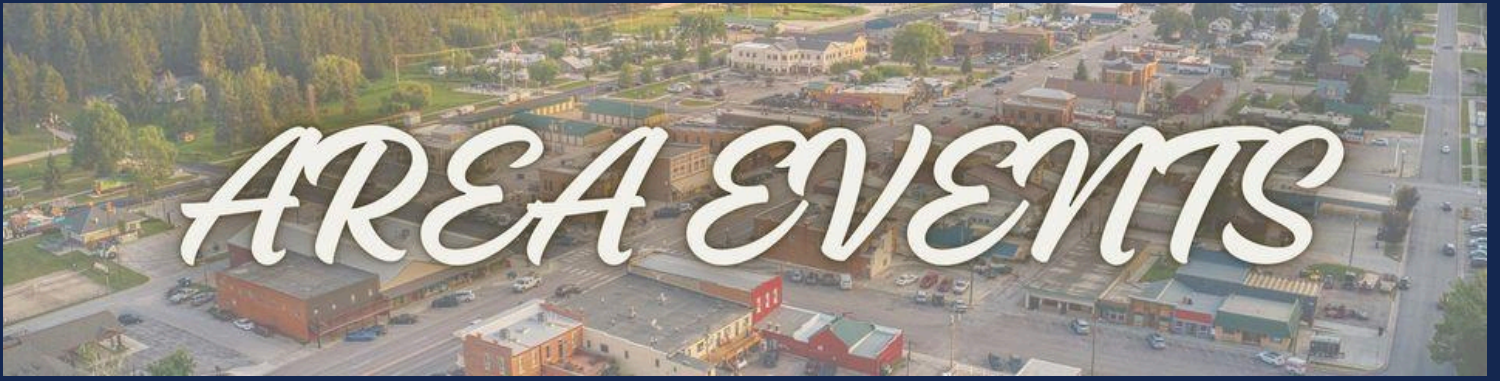
Whether you're a visitor or a local looking for something truly unique, Black Hills Balloons delivers an unforgettable "wow" moment above it all.

747 Mt. Rushmore Rd, Custer, SD
(605) 673-2520
Reservations required

Thank you, Black Hills Balloons, for helping showcase Custer from a whole new perspective!



We love shining a light on the amazing businesses that make our community great! ❤️
Would you like to see your business in the spotlight? ✨



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

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 13, 2026

9:00am CDT



VEHICLES: '2021 Ford Explorer; 2020 Ford Explorer; 2019 Ford F-150 4x4; 2019 Dodge 3500 4x4; 2019 Durango; 2019 Chevy Tahoe 4x4; 2019 Chevy Malibu; (2) 2018 Dodge Ram 1500 4x4; 2018 Dodge 3500 4x4; 2018 Chevy Tahoe 4x4; 2018 Chevy Malibu; (2) 2017 Dodge 3500 4x4; 2017; Ford f150 4x4; (2) 2012 Chevy Suburban; 2002 Dodge 2500 4x4 w/ plow And Many others!



EQUIPMENT & MISC: '2019 Wanco Arrow Board; (2) 2018 Kubota ZD1211RI Mower; 2015 Monroe Snowplow wing; 2013 Alamo 10' Rotary Mower; 2008 Truck Mount Broom; 2008 skid sprayer; 2008 Kubota B7800 Mower; 2007 Sterling L7500 w/ Attached; 1997 Haulmark Enclosed Trailer; 1995 Best 32' trailer; 1992 Tiger 60" Mower; 1991 Westhoffer sprayer; 1989 Flatbed Utility Trailer; 1981 International f1924 Truck w/ Trencher-Digger Derrick; Turbo Turf Hydro seeder; Ford 8' cultivator; Ford 6' Flail Mower 3PT; (2) Onan Propane Generators; 10' And 20' poles; (New) 300 Gallon Tank; New 500 Gallon Tank; Pickup topper; Stihl Weed Eater; Plasma Cutter; Power Tools; Fire Wood Bundler; 6' Boix Blade; Skid Steer Bucket; Manual Tire Machine; and More

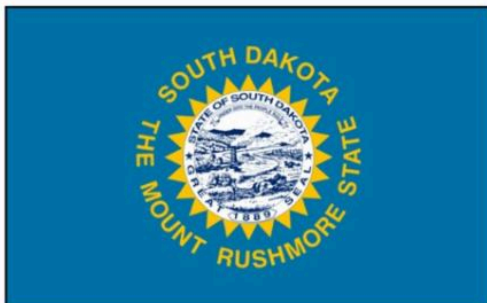


RECREATIONAL: '(2) 2014 John Deere Mini Gators; 2010 Yamaha Golf Cart; 2008 Polaris Ranger 6x6; 2000 Kawasaki Prairie 400; 1995 Evinrude 90HP motor; 1969 14' Flat Bottom Boat; 18' Canoe (5) Buckets of brass



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.



BRADEEN

100 YEARS

REAL ESTATE & AUCTIONS

Ron Bradeen - Jeff Storm - Travis Mayer, Auctioneers

605-673-2629 • Custer, SD

www.bradeenauction.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

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





Custer Open House

COME SEE WHAT'S NEW IN OUR COMMUNITY!

MONDAY, MAY 4TH

Featuring



THE SODA BAR
Food Truck
Refreshing drinks to enjoy!



DULCE BLACK HILLS BAKERY
Sweet Treats
Delicious baked goods you won't want to miss!



MEET OUR TEAM, TAKE A TOUR & ENJOY GREAT FOOD, DRINKS & COMMUNITY!

We're proud to be part of the Custer community! ♥

ATV's – Motorcycle - Tractor – Travel Trailer – Furniture - Signs

SCOTT SULLINGER & GUESTS

ONLINE AUCTION

ONLINE BIDDING OPENS Friday · May 1st, 2026

- Closing Tuesday · May 5th, 2026, 4:00 PM



TWO LOCATIONS: Lots 1-498 are located at residence 23968 Thompson Dr. Hill City, SD & lots 500+ are located at the Bradeen Auction Office, 9 W. Mt. Rushmore Rd., Custer, SD. Watch for signs!

Featuring: '19 New Holland Boomer 50 Tractor; New Holland 63 CSH snow blower; '22 Kawasaki KRF1000 Trail Edition; '17 Polaris RZR 1000, 4 seater; '15 Forest River Puma Travel Trailer; '14 Nissan Murano; '03 Honda Valkyrie GL1500CD Motorcycle; '83 16' Long Fishing Boat; '20 Kawasaki Mule; '15 Polaris Ranger XP; Yamaha Golf Cart; '04 Honda TRX 450; Crown model C6-C Gas Cement Mixer; 3pt. post hole digger; Grizzly Electric Lathe; stock tank; Mink fur coats; Beer signs; Budweiser steins; Coca-Cola collectibles; wood hall table; leather club chairs; 12 seat dining room table set; saddle bar stools; arm chairs; coffee table; 60' round tables; leather sofa w/chenille cushions; Victorian East Lake parlor chair; '62 Williams King Pinball Machine; patio heaters; Nascar leather coat; commercial restaurant equipment; Peleton bike; artwork; Christmas Snow Globes; Frankoma Dinnerware and MUCH MUCH MORE!!

See complete details & photos on www.bradeenauction.com

OWNER:

Scott Sullinger

& Guests

Hill City, SD

BRADEEN
100 YEARS

REAL ESTATE & AUCTIONS

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





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





**CUSTER SENIOR
CENTER
HIGH 'T'
MAY 7TH 12- 1:30**

**ENTERTAINMENT @12:45
BY HANNA HONORS
50-S – 70'S MUSIC**

**MEMBERS
TICKET \$20
NON MEMBERS
TICKET \$25
HATS ARE
ENCOURAGED**



**ONLY 60 TICKETS AVAILABLE
FOR SALE AT THE SENIOR CENTER**



South Dakota Enhanced Conceal Carry Class

This is a One day Class

Saturday May 9th 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 echo.ft.sd@gmail.com, contact us at 605-673-3222 or by e-mail at southernhillstactical@gwtc.net



H-2B Visas for Next Season: Learn About This Staffing Solution for Your Organization!



June 10, 2026 11:00AM (CT)
via Google Meet

Attend this webinar to help you understand how to successfully employ seasonal, international workers.



| | |
|------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|
|  Program Basics |  Practical Guidance |
|  Strategic Tips |  Timely Insight |



Click Link Below

Webinar: H-2B Visas for Next Season | Tourism Coalition of South Dakota



Thank you!

I want to thank everyone who donated to my senior project. My project was for Battle Mountain Humane Society, and it was a success. I received more donations than I expected. I'm so thankful for this community and all the support I got. I appreciate the encouragement, thank you again!

-Jacie Behlings



@reallygreatsite

Salute our 2026 Custer & Hill City **GRADUATES**



SPECIAL EDITION

*To be published
in full color May 20, 2026
in the
Custer County Chronicle
& Hill City Prevailor News
as a keepsake.
DEADLINE: May 8, 2026*

*Featuring quotes from students,
memories, and
lots of photos!*

Advertising sizes and prices

| | | | |
|----------------------------------------------------------|----------------------------------------------------------------------------------------|-------------------------------------------------------------|-------------------------------------------------------------|
| <u>Full Page</u> \$275 10" wide x 9.5" tall | <u>1/2 Page</u> \$175 10" wide x 4.75" tall or 4.937" wide x 9.5" tall | <u>1/4 Page</u> \$125 4.937" wide x 4.75" tall | <u>1/8 Page</u> \$100 4.937" wide x 2.25" tall |
| <u>Listing</u> \$25 | <u>Student sponsorship</u> \$50 | <u>Banner sponsoring full page</u> \$200 | |

**For space reservations, call Kate at 605-440-1248
or email chroniclewriter2@gmail.com**

Southern Hills Publishing Inc. • PO Box 551 • 522 Mt. Rushmore Rd. • Custer, SD 57730

Why Social Security matters more for women

*Reported by Jared Slagle MBA,
Edward Jones, Member SIPC*

When planning for retirement, Social Security isn't just another item on your financial checklist. For women especially, it's often the cornerstone of a secure retirement. The Social Security Administration reports that nearly 55% of Social Security benefit recipients are women, and for many, it's their primary source of retirement income.

Unlike investments that can lose value when the market drops, Social Security provides guaranteed income that adjusts for inflation and generally lasts as long as you live. That reliability makes it valuable for helping to address two major retirement risks: rising costs and the possibility of outliving your savings.

Life expectancy. On average, women live about five years longer than men ([CDC 2023 Life Expectancy measure](#)). That means they rely on Social Security for a longer period, making the decision of when to start benefits especially important.

Taking Social Security early reduces your monthly benefit. You can claim benefits as early as age 62, but every month you wait increases your monthly payments by two-thirds of 1%, or 8% per year, maxing out at age 70. Given women's longer life expectancy, that patience can pay off.

Building your benefit. Your Social Security benefit depends on your 35 highest-earning years. If you have years with zero or very low earnings in that calculation, it can reduce what you receive in retirement. Many women step away from work or reduce their hours to care for family members, and that trend is increasing. A 2025 [University of Kansas](#) analysis found that the

share of mothers with children under age 5 leaving the workforce fell more in early 2025 than at any point in the past 40 years. The study also noted that rising return-to-office policies may continue to impact working mothers.

While staying in the workforce builds a stronger earnings history and better benefits, that isn't realistic for everyone. Those who can't may need to plan and fund alternative sources for retirement income

Protection for married women. Marriage can provide additional Social Security options. A lower-earning spouse may receive up to 50% of their partner's full retirement-age benefit.

If your spouse dies, you can receive the higher of your own benefit or up to 100% of your deceased spouse's benefit. However, if you remarry before age 60 (age 50 for disabled widows), you lose eligibility for survivor benefits from your late spouse while the new marriage lasts.

Women divorced after at least 10 years of marriage may qualify for benefits based on an ex-spouse's record. If you remarry, you forfeit spousal benefits while the new marriage continues.

A word of wisdom: Report any name changes following marriage or divorce to the Social Security Administration to ensure your earnings and benefits are correctly credited.

Navigate carefully. Given the complexity of Social Security rules, the unique retirement challenges women face and the lasting impact of claiming decisions, working with a qualified financial advisor can be invaluable. An advisor can help you navigate questions about timing, spousal benefits and how Social Security fits into your overall retirement plan.



Jared Slagle is a Financial Advisor
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

Good Karma Jewelry

Mother's Day Sale



15% OFF
Women's Purses



10-20% OFF
Storewide Jewelry



10% OFF
Montana Silversmiths

Open 10AM - 6PM Daily

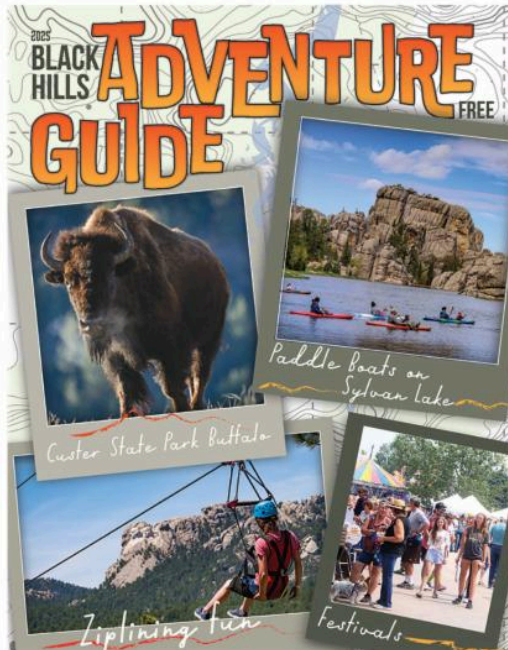
507 Mt Rushmore Rd • Custer, SD

Find the Perfect Gift for Mom!



What do our visitors want?

Studies have shown they want: 1) An "Experience" & 2) History.
You provide the first. We'll provide the second!



2026 Black Hills Adventure Guide

Featuring the best of the Black Hills:
History • Stories • Photos • You!

Let's give our visitors what they really want: Fun, adventure, stories, history, beautiful photos, a behind-the-scenes look at the Hills and a one-of-a-kind experience. Off the beaten path, no endless lists of businesses. Can't-miss events, activities, experiences and opportunities to create memories for a lifetime. This is your Black Hills Adventure Guide!

Our website receives
More than 250k
visits per month!

Over 30,000
Printed Copies!
PLUS on
myblackhillscountry.com

| | | | |
|------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------|--------------------------------------------------------|
| <p>Full Page Size 7.708" wide x 10.139" tall <small>With bleed (8.875" wide x 11.305" tall)</small></p> | <p>1/2 Page Size 7.708" wide x 5" tall</p> | | |
| | <table border="1"> <tr> <td style="text-align: center;"> <p>1/4 Page Size 3.75" wide x 5" tall</p> </td> <td style="text-align: center;"> <p>1/8 Page Size 3.75" wide x 2.5" tall</p> </td> </tr> </table> | <p>1/4 Page Size 3.75" wide x 5" tall</p> | <p>1/8 Page Size 3.75" wide x 2.5" tall</p> |
| <p>1/4 Page Size 3.75" wide x 5" tall</p> | <p>1/8 Page Size 3.75" wide x 2.5" tall</p> | | |

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 as JPG or PDF files.

Advertising Rates Full-Color

| | |
|--------------------|---------|
| Full page ad | \$1,950 |
| Half page ad | \$1,100 |
| Quarter page ad | \$700 |
| One eighth page ad | \$450 |

Premium pages are back page, inside front, inside back page, and page 3 and are an additional \$100.

DEADLINE: May of 2026

To ensure your space, call Kate Najacht at 605-440-1248 or 605-673-2217
or mail: chroniclewriter2@gmail.com
Southern Hills Publishing Inc. • PO Box 551 • 522 Mt. Rushmore Rd. • Custer, SD 57730
myblackhillscountry.com

WANTED



**VOLUNTEERS
NEEDED**

The
**Big
Mick**

June 13, 2026

**THIS EVENT WOULDN'T BE POSSIBLE WITHOUT
OUR AMAZING SPONSORS & VOLUNTEERS!**

- WE'RE CURRENTLY SEEKING: TRAIL SWEEPS (RIDERS)**
- TRAILHEAD HELPERS
 - SWAG BAG DONATIONS
- SPONSORSHIP SUPPORT: TO HELP COVER THE COST
OF MEALS & VOLUNTEER APPRECIATION ITEMS**

**WANT TO BE PART OF IT? CONTACT US AT:
MICKELSONTRAILAFFILIATES@GMAIL.COM OR 605.440.2400**



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

A vibrant spring-themed background featuring a variety of flowers including pink tulips, white daisies, and pink blossoms, interspersed with several butterflies in orange, yellow, and blue. The background has a soft, bokeh effect with light green and blue tones.

Good Karma Jewelry

Spring Fling Sale!

25% OFF ALL ETSY JEWELRY

+ FREE DOMESTIC SHIPPING!

Now through 5/11!

Shop at: www.etsy.com/shop/goodkarmajewelrystd



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 



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

JUNIOR CAVER DAY

Jewel Cave National Monument

11149 US 16 Custer, SD 57730

SATURDAY, JULY 25TH, 2026

10AM -2 PM

Junior Ranger Swear-In around 2:15

Join us at the Jewel Cave
Visitor Center to earn
a Junior Caver Patch and
A Junior Cave Scientist
Badge!



This is a FREE EVENT, but if you are
interested in going on a cave tour,
please visit [Recreation.gov](https://www.recreation.gov).

**CRAFTS!
ACTIVITIES!
GIVEAWAYS!**

For Questions Contact:
605-673-8300





GOOD KARMA JEWELRY

NEW SPRING HOURS!

OPEN 11 AM - 5 PM

7 DAYS A WEEK

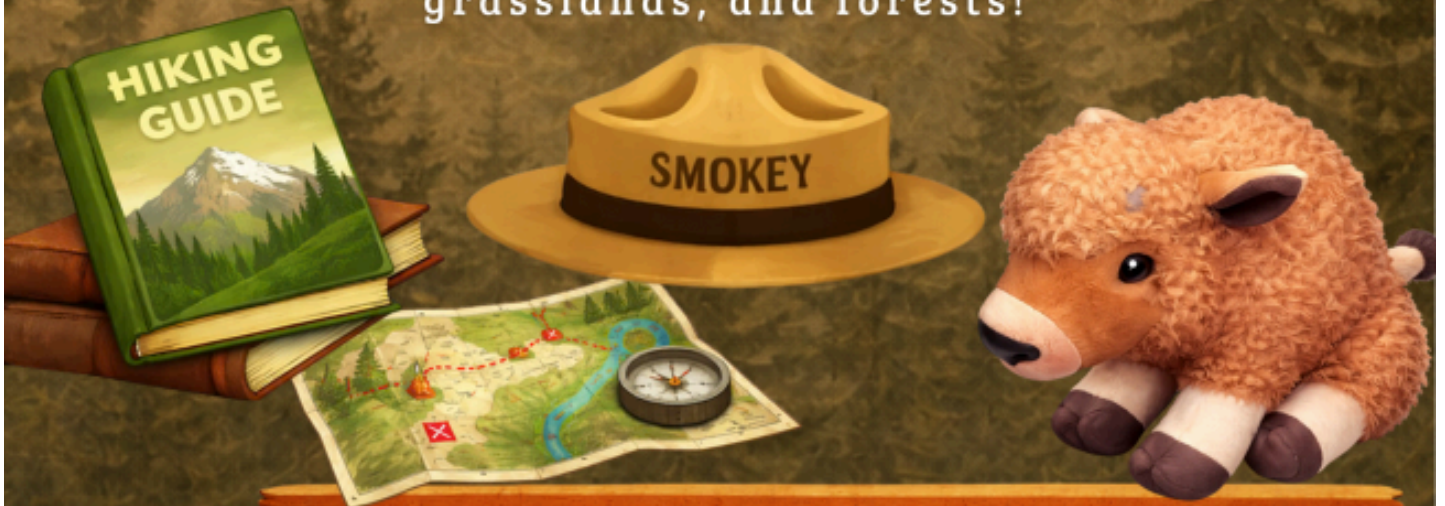
 507 Mt Rushmore Rd.
Custer, SD

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

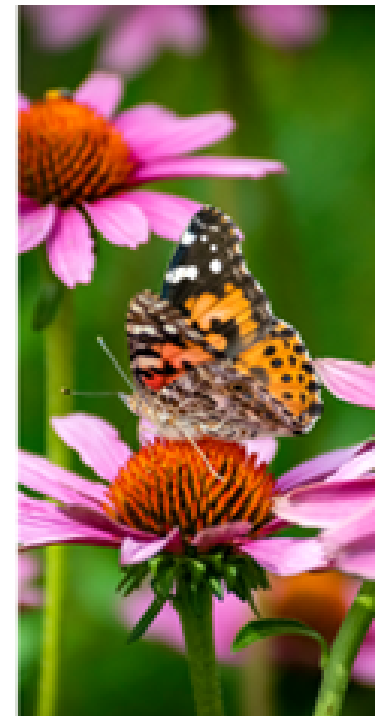
 www.moccasinsprings.com

 605-745-7626

NEWS FROM THE STATE

South Dakota

APRIL 2026
SDVISIT.COM



Happy spring, tourism industry friends!

As we gear up for peak season, we are jumping into spring with newborn cinnamon calves in Custer State Park, intermittent rain showers (we need more!), greening grass & budding trees, high school & college graduations around the corner, and dozens of statewide industry events. I have my seatbelt on and am ready to go! I hope you are too.

Let's get right to it and share some important items we want you to be aware of:

1. *National Travel & Tourism Week (NTTW) 2026 kicks off May 3 and runs through May 9.* There are many activities planned around the state for NTTW, and the team and I will be heading to all four tourism regions to join many of you in the celebration. Be sure and *light up your community, business or attraction in red* to celebrate NTTW and remind residents & visitors alike of the importance of the tourism industry to our state and nation. As part of our department's NTTW activities, we'll be joining Governor Larry Rhoden on **Monday, May 4**, at Mount Rushmore National Memorial for an NTTW kick-off press conference. We'll send more details soon about how you can join us for this special event. If you have any questions about how you can engage in NTTW, please reach out to *Bailey Tysdal*.
2. Our free *Spring Customer Service Seminars* coincide with NTTW and will be held in Rapid City, Hill City, Chamberlain, Aberdeen and Sioux Falls, **May 5-7**. We have another outstanding speaker this year and highly encourage you and your frontline staff to join us for a time of professional development as we gear up for the busy summer visitor season.
3. Cole Irwin and Kyler Flock from our Global Travel & Trade team, along with 19 incredible South Dakota industry partners, are in Medora, ND this week to participate in the *International Roundup*. Our South Dakota delegation will be meeting with more than 40 international tour operators to inspire future travel to South Dakota. Cole and Kyler will also be hosting several post-IRU Destination Immersion tours across the state.

Please continue reading this newsletter to learn more about upcoming *Insider Sessions*, *Rally Rush 2026* efforts and grant funds, the launch of our new **Agritourism Passport**, and other industry updates.

On a personal note, I want to thank the many industry friends who reached out to me over the past two weeks as my family and I celebrated the life of my dad. Regardless of their age, it's never easy to lose a parent. I want you to know just how much I appreciate your sympathy, thoughts, prayers, flowers and friendship.

As the team and I fan out across the state in the coming days, we hope our paths cross with yours. If you have any questions about NTTW, the Spring Customer Service Seminars or any other information you read in the *Mile Marker*, please don't hesitate to reach out to me or any of the *team members* at Travel South Dakota. Here we go! Let the fun and busyness begin!

All our best,
Jim and Team



FOR IMMEDIATE RELEASE: Wed., April 15, 2026

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

Mount Rushmore Fireworks Celebration Draws Strong Public Interest for America's 250th

PIERRE, S.D. – Demand for the upcoming July 3 fireworks celebration at Mount Rushmore National Memorial soared with 102,991 tickets requested for the official Freedom 250 event.

Approximately 4,800 participants will be able to attend the event. The randomly selected ticket lottery was administered by Recreation.gov from April 8 through April 12. Lottery applicants were notified if they were successful on April 14.

“South Dakota is proud to welcome visitors from across the country to celebrate America’s 250th anniversary at Mount Rushmore,” said **Governor Larry Rhoden**. “We appreciate the partnership with the U.S. Department of the Interior and National Park Service. Their collaboration has been instrumental in planning an event that reflects the values of our nation and the significance of this iconic landmark as a symbol of freedom and unity.”

Event organizers are finalizing an evening program designed to deliver a memorable and meaningful celebration at Mount Rushmore. The night will culminate in a fireworks and light show set to a patriotic soundtrack, honoring the legacy of the monument and the enduring spirit of the United States.

A crew of 30 pyrotechnicians and specially trained highline operators will install fireworks and lighting at designated locations at the Memorial. The State of South Dakota has contracted with Pyro Spectaculars, the same vendor that successfully produced the 2020 Mount Rushmore fireworks display. In addition to pyrotechnics, the 2026 contract includes lighting elements that can be utilized if environmental conditions require an alternative to fireworks.

To enhance the visitor experience and prioritize safety & security, total attendance has been reduced compared to the 2020 event, ensuring all ticketed guests remain within the main campus of Mount Rushmore.

The National Park Service has conducted an environmental assessment for the event, which is available *on the NPS website*. Protection of the Black Hills and Mount Rushmore National Memorial remains central to planning efforts for the July 3 celebration. Planning partners continue to coordinate closely to ensure a safe and responsible event.



Wind Cave National Park News Release

Release Date: April 24, 2026

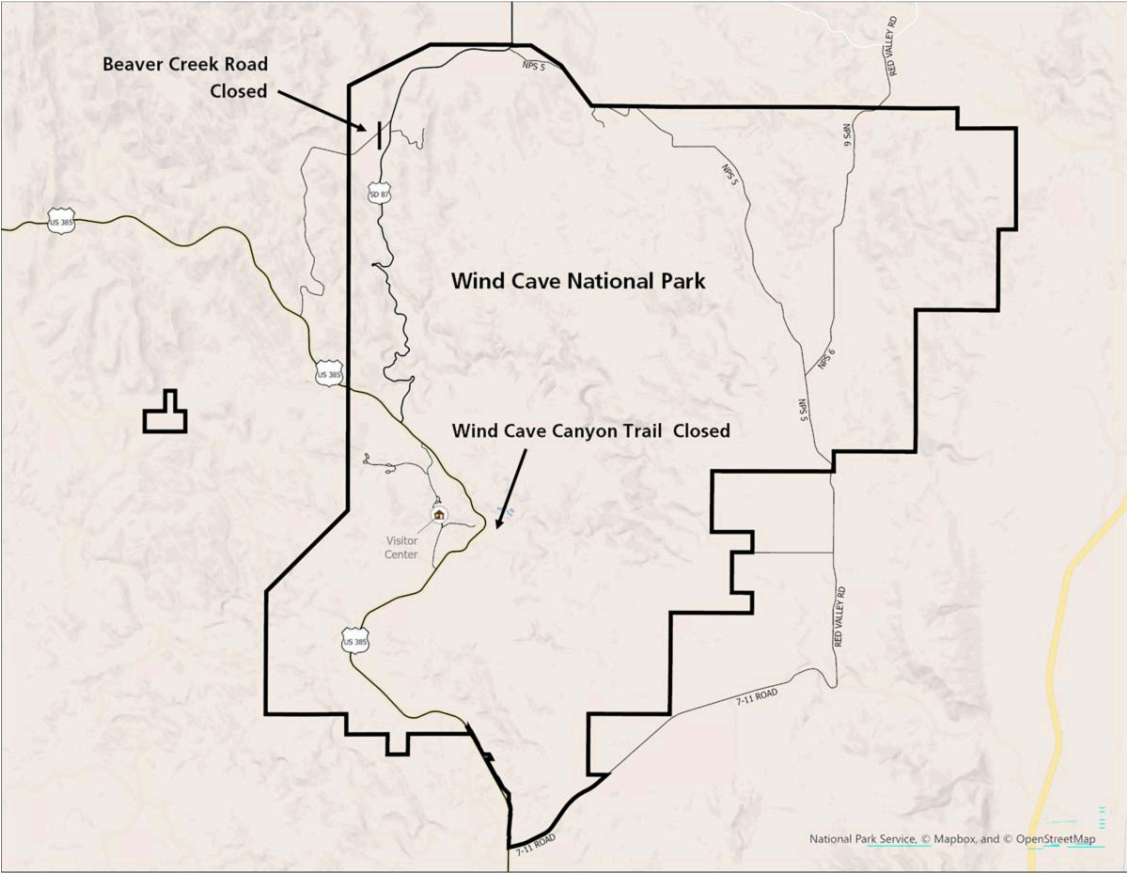
Contact: Tom Farrell, tom_farrell@nps.gov, 605-745-1130

Wind Cave National Park plans temporary road and trail closures during improvement projects

HOT SPRINGS, S.D. – Beaver Creek Road, also known as Forest Service Road 391, will close May 4 while a new cattle guard is installed on the Wind Cave National Park boundary. The closure could last up to 180 days while crews install a wider and stronger cattle guard that meets South Dakota Department of Transportation and Custer County specifications. Additionally, the approach road inside the park will be widened to improve vehicle safety.

In a separate project, the Wind Cave Canyon Trail will close around mid-May while the trail and adjoining road are repaired from frequent washouts. Sixteen low water crossings will be hardened and the road resurfaced. The trail could be closed for several weeks.

For more information, please visit www.nps.gov or call 605-745-4600.



YMCA of the Black Hills Invites Custer Families to Kick Off a Healthy, Active Summer at 2026 Healthy Kids Day®
Free and open to the public, this annual event features a day of fun-filled activities to celebrate kids being kids.

CUSTER SD, APRIL 3, 2026 – The YMCA of the Black Hills is hosting the Y’s annual Healthy Kids Day® on Saturday, April 18th from 9am to 11am at the Custer YMCA. This free, annual event features a variety of family-friendly activities to encourage healthy kids, healthy families and a healthy start to the summer season.

Sponsored nationally by Peanuts and Gatorade, Healthy Kids Day’s mission is to prepare Custer families for a safe, healthy and fun summer. Some featured activities include Custer Library Story Time at 9:30 and 10:30am, water safety, family group exercise activities and local community partners.

“It is so important for kids to stay active over the summer, both physically and mentally,” said Elaina Kempin, Marketing Director for the YMCA of the Black Hills. “At the Y, we believe in providing resources for families to create healthy habits, no matter the time of year. Healthy Kids Day is a fun, free community-wide event that encourages families to take advantage of all the great summer activities the Y has to offer.”

In honor of its 175th anniversary in the United States, YMCAs nationwide are expanding their commitment to nurturing healthy, confident kids through their annual Healthy Kids Day celebration. Healthy Kids Day reflects the Y’s long-standing mission of strengthening communities and helping youth reach their full potential, a mission that has guided the organization for 175 years and continues to shape its work today. The YMCA of the Black Hills has been serving the Black Hills region for over 77 years.

Locally, Healthy Kids Day is sponsored by: **Community Champion** Monument Health, Strider Bikes, the Rapid City *Journal*, KOTA TV and NewsCenter1.

For more information, contact the Custer YMCA at 605.673.5134 or visit www.ymcabh.org/events for a full schedule of events.



Forest Service News Release

Contact: Jeni Lawver
(605) 381-7232
jeni.lawver@usda.gov

Campfires Restricted to Designated Sites in the Black Hills Forest Fire Protection District

(Rapid City, SD, April 15, 2026) — To safeguard our forests, wildlife, and communities from wildfire risk, Black Hills National Forest officials remind visitors that campfires are permitted only in established grills or metal fire rings at designated sites within the [Black Hills Forest Fire Protection District](#) of South Dakota, which covers unincorporated areas and strictly regulates open burning and fireworks.

“We’re seeing more human-caused fires this season,” said Jason Virtue, Forest Fire Management Officer. “Restricting campfires to designated sites and ensuring they are completely extinguished are the most effective ways to prevent wildfire starts.”

To help minimize fire risk, please follow these guidelines:

- Ensure fires are cold: Campfires must be cold to the touch before you leave the area.
- Dispose of debris properly: Place cigarette butts in an ashtray, never on the ground.
- Watch where you drive: Avoid driving or parking in tall grass; hot catalytic converters can easily ignite dry vegetation.
- Check your equipment: Ensure all portable gasoline-powered tools have functioning spark arresters.
- Secure trailer chains: Avoid dragging chains on the road, as they can throw sparks into nearby brush.

Violating campfire and fire safety rules in the Black Hills National Forest can lead to significant federal and state legal consequences, including heavy fines, jail time, and financial liability.

About the Forest Service: The Forest Service has, for more than 100 years, brought people and communities together to answer the call of conservation. Grounded in world-class science and technology — and rooted in communities — the Forest Service connects people to nature and to each other. The Forest Service cares for shared natural resources in ways that promote lasting economic, ecological, and social vitality. The agency manages 193 million acres of public land, provides assistance to state and private landowners, and maintains the largest wildland fire and forestry research organizations in the world. The Forest Service also has either a direct or indirect role in stewardship of about 900 million forested acres within the U.S., of which over 130 million acres are urban forests where most Americans live.



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:



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

LEGEND
Road Closure ———
Detour ———

Project Update

Friday, April 17, 2026

Current Construction:

- Construction activities, including blasting, are continuing in the U.S. Highway 385 construction area (Pactola Dam to Calumet Road) with the use of flaggers. Motorists should expect delays of up to 15 minutes on workdays (Monday-Friday, some Saturdays). Work generally occurs during daylight hours.
- The driving surface within the construction area is a combination of pavement, blotter (a hard, packed surface that resembles asphalt), and gravel. The following portions of Highway 385 are gravel: the segment from Wrinkle Valley Road to Pactola Dam 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.

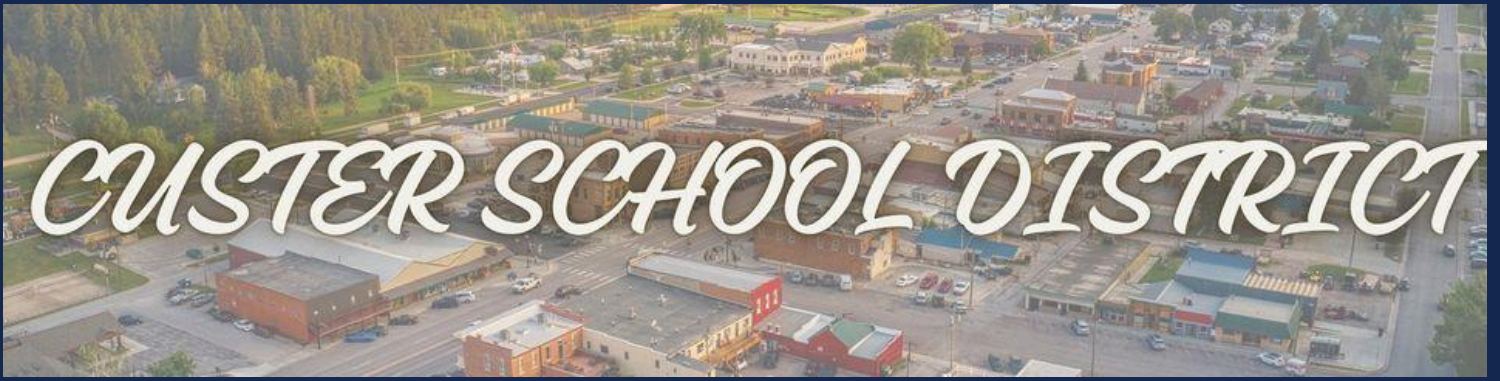
**U.S. HIGHWAY 385
CONSTRUCTION**
PENNINGTON-LAWRENCE COUNTY LINE TO SHERIDAN LAKE

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



April Activities





To educate every student
to his or her potential

April Calendar



*"The best way to predict
the future is to create it"*
(Peter Drucker)



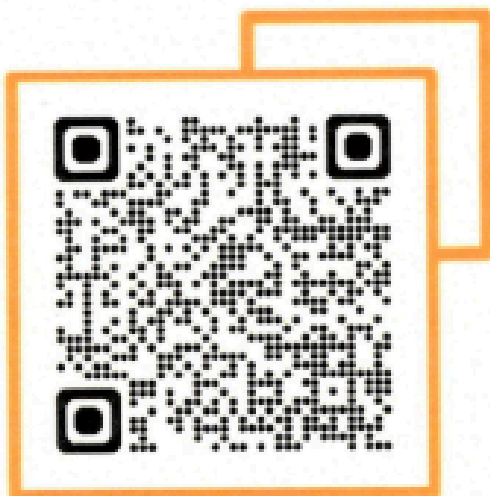


HELP WANTED

Black Hills Federal Credit Union

It's Time To

APPLY



**NOW
HIRING**

**MEMBER
EXPERIENCE
CONSULTANT**



Starting Pay **\$19.84/hr**

(may increase depending on
relevant experience)

CONTACT US:

- 📞 605-858-6387
- ✉ karmang@bhfcu.net
- 📍 1135 Mt. Rushmore Rd, Custer, SD 57730

Growing Roots Custer Job Openings



1. Summer Assistant & Potential Future 0-3 Lead Teacher

Join Growing Roots as a Summer Assistant Teacher supporting our outdoor summer childcare program in Custer, with the potential to grow into a 0-3 Lead Teacher role. We're looking for a calm, observant, child-centered educator who values outdoor learning, strong relationships, and Montessori-inspired early childhood education.

View job listing and apply:

<https://docs.google.com/forms/d/e/1FAIpQLSfM7PQciwv5kSpNCIBUYyuD7gsoehrPE8JHBelXOP6muRpmYw/viewform>



2. Executive Director

Lead the vision, operations, fundraising, marketing, and community relationships for Growing Roots Preschool as a part-time Executive Director in Custer, South Dakota. This role is ideal for an organized, community-minded leader who can support long-term growth, strengthen family and local partnerships, and help sustain a high-quality, Montessori-inspired early childhood program.

View job listing and apply:

<https://docs.google.com/forms/d/e/1FAIpQLSfjyXOEPyOJBZvVpm-Jt-KgfLw2Kwx2TEbTYm212M6kEiZOWw/viewform>



3. Substitute Teacher

Support Growing Roots as a substitute teacher with flexible hours and time commitments, helping provide a consistent, caring presence for children when coverage is needed. This role is a great fit for a dependable community member who is patient, responsible, and genuinely good with kids.

View job listing and apply:

<https://docs.google.com/forms/d/e/1FAIpQLSfInGYcZCsGH-qgh33K6Azmg0c5TIj5uVaoCXaVSlijBA2R2w/viewform>

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:

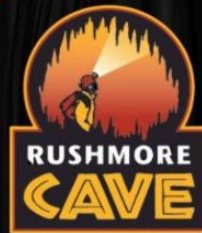
- Work as a part of a team
- Greet patients in a polite, prompt, and helpful manner
- Update patient information
- Collect patient copays
- Ensure completion of any required forms
- Inform clinical staff of patient's arrival
- Maintain orderly waiting areas
- Coordinate, schedule, and reschedule patient 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





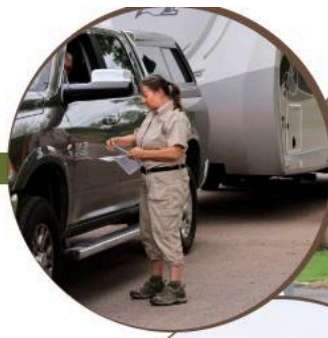
WE ARE HIRING!

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

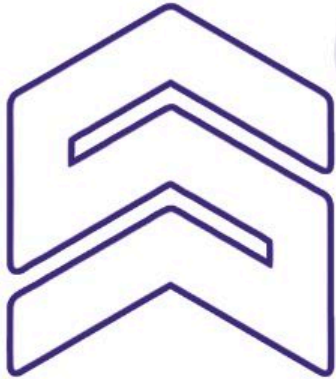
- Stop in to apply in person
- Send Your CV to Colby at
Carsondrug@gwtc.net
- Apply on Indeed





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!



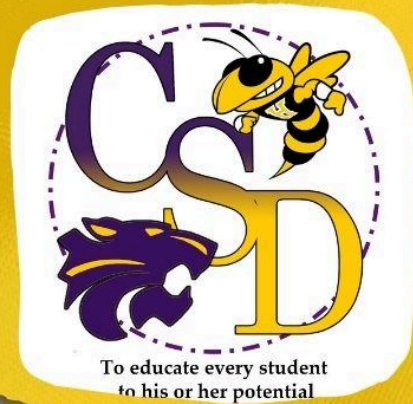
Outlaw Ranch



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

Office Assistant
bytes@custersd.com

Joel Behlings
Information Associate
info@custersd.com

2026

Board Of Directors

Craig Reindl - President

Corey Virtue - Vice President

Michelle Fischer - Treasurer

Carrie Moore- Secretary

Amanda Allcock
Amy Bailey
Miranda Boggs
Ronni Calvird
Scott Eastman

Julie Jenniges - City Liaison

Tim Frederick - School Liaison

Lydia Austin - CSP Liaison

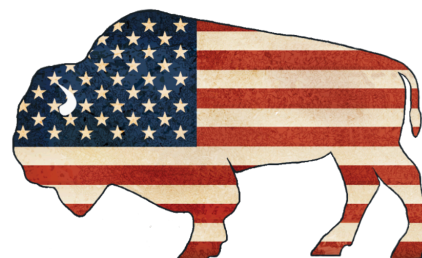
Jessica Noteboom - BID Board Liaison



Our Address:
615 Washington Street
Custer, SD 57730

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

dmurray@custersd.com / custersd.com



CUSTER
Chamber of Commerce

[Visit our Website](#)

[Send Us An Email](#)

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

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



Try email marketing for free today!