

*Buffalo*

**BYTES**



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To be included in Buffalo Bytes, please email your items to [bytes@custersd.com](mailto: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***



If you run a small business, you know the struggle. There's never enough time, never enough people, and the budget is always a limiting factor.

So when someone says, "prioritize employee wellness," it can sound like another big expense, not to mention something you just don't have the resources to implement.

No one will argue that taking care of your employees is important but wellness programs are for big corporations, right?

Maybe yoga studios and gyms are. But there are ways to introduce and monitor wellness levels even in the smallest of businesses.

## Why Wellness Is Critical to Your Success

Your business is only as strong as your most disgruntled employee. Dissatisfied workers aren't good at customer service. Their dissatisfaction will be evident to those they're trying to help. Even if your team isn't forward facing, a burnt-out employee can spread their angst to other members of your team and erode productivity and moral.

Your team's stress level doesn't care that you're a small business. And if you don't think your team has a problem, you need to consult the data, which is waving a very large flag.

A recent USA TODAY|SurveyMonkey workforce survey found that 24% of workers say they're either struggling (12%) or burnt out (12%). An article on Small Biz Trends called it a wake-up call for owners. It also encouraged simple, practical moves like regular check-ins, mental health resources, and a culture of open communication as ways to get these numbers turned around.

This matters because burnout doesn't just feel bad. It gets expensive.

## The Cost of Ignoring Burnout Is Real

Turnover isn't just the cost of posting a job and running interviews. It's:

- lost productivity while the role sits open
- extra workload on your best people (who then start browsing job sites at lunch)
- training time, mistakes, customer friction, and knowledge walking out the door

*Gallup* estimates the cost to replace an employee can range from half to two times their annual salary. And those costs vary by role type. Gallup also notes replacement costs around 200% for leaders/managers, 80% for technical professionals, and 40% for frontline employees.

Small businesses feel that hit harder because every person is a bigger percentage of the operation. One resignation can create a domino effect: missed deadlines, stressed coworkers, and customers who start to wonder what's going on behind the curtain.

So no, you don't need a corporate wellness program. You need a culture where people can do good work without slowly melting down.

# What Wellness Means in a Small Business

Employee wellness isn't a perk. It's the day-to-day experience of working for you. Think of it as your internal brand. A strong sense of employee wellness can keep employees hanging on through the tough times. Many of us have the mistaken idea that wellness is ping pong tables in the breakroom. But it's not. It's:

- Clarity instead of chaos.
- Respect instead of mind-reading.
- A manager who notices instead of ignores.
- A pace that's intense sometimes, not all the time.

Think of it as preventive maintenance. You're not trying to create a spa. You're trying to keep the engine from blowing on the freeway.

## Micro-Actions That Move the Needle (Without Draining Your Calendar and Wallet)

Resources are stretched for many small businesses, so a company culture relaunch is probably not feasible. That's why we compiled a list of small, realistic actions that compound into a healthier culture. Pick a few. Build from there.

Ask three questions of each of your team to get operational intelligence:

- What's one thing going well?
- What's one thing making your job harder than it needs to be?
- What's one thing I can remove, clarify, or decide?

A huge source of stress is uncertainty. If you can't decide today, say when you will. Clarity is calming.

Give employees a simple way to signal overload without shame:

"I'm at capacity." Or "My plate is full-full."

Then your job (or the manager's/supervisor's) is to respond like an adult, not a courtroom attorney. Be thankful that they admitted they couldn't take on another task. That means they safeguarded the company from a disappointing customer experience.

Pick one hour a day (or two afternoons a week) that's meeting-free and interruption-light. Make it normal to do focused work without constant pings.

That SurveyMonkey report even tracks people using PTO for rest and mental health. If your culture subtly punishes time off, burnout wins. If coverage is hard, rotate "on point/on call" responsibility so people can truly unplug.

There should never be a reason to disturb an employee on vacation just because someone can't find a file. Not only does that call disrupt them in the moment, but it also adds stress causing them to wonder what else will go wrong and what the next call or text will be about. Instead of relaxing, they will be on high alert.

When everything lives in your head (or Slack chaos), people feel like they're failing even when they're working hard. A simple shared board (Trello, Asana, a whiteboard) plus weekly priorities reduces stress fast.

"Great job" is adequate.

"Great job handling that upset customer. You listened to their concerns and escalated the matter quickly and appropriately. I'm happy to announce that because of you, they renewed with us." makes the employee feel good and helps to identify what's important to you as a culture.

Recognition doesn't cost money. It costs attention.

If you text at 9:30 pm, your team feels the pressure of always being on call. If you must send messages late, add: "No need to respond until tomorrow." Better yet, use the scheduling feature so they don't receive them until business hours.

While you may just want to shoot them an email so the thought doesn't slip your mind, just remember your habits upset their nervous system.

Create a plan for crunch times such as:

- temporary shift swaps
- a pre-set "drop list" of nonessential tasks
- a rotating admin/helper hour
- shortened meetings

Crunch happens. Suffering doesn't have to be the strategy.

## Ask for One Improvement Idea Per Month (And Implement It)

This is how you build trust: ask, choose, act, repeat. Culture improves when people see proof. No one wants to be asked their opinion just to go unheard. When you implement an employee suggestion, give the employee credit (unless they prefer otherwise. Some people don't like to be called out in a group. Make sure you understand your employees' motivations and preferences.)

## The Mindset Shift That Makes This Doable

Small business owners often assume wellness requires money. Most of the time office wellness can be achieved through altering leadership behaviors that induce daily stress such as unclear priorities, constant urgency, and silence (or ignoring) when people are struggling.

But stress doesn't just go away (entirely). It leaves residuals behind so that the next time someone feels stress they're not starting from the same unstressed place they did before. They start at a level two (or more). That means it tends to escalate quicker in the same way that when you're run down you are more susceptible to illness.

Your goal is not to make work easy. It's to make work sustainable.

Because when 24% of workers say they're struggling or burnt out, it's not a "nice to fix later" issue. And when replacing even one employee can cost anywhere from 50% to 200% of their salary, "we can't afford wellness" quietly becomes "we can't afford turnover."

Start small. Start consistent. Treat culture like the business asset it is.

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*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.*

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Facebook: @tellyourstorygetemtalking

Instagram: @christinametcalfauthor

LinkedIn: @christinagsmith



**Dawn Murray**  
Executive Director

# 2026 EVENTS CALENDAR

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

[Click to download calendar](#)

## MARK YOUR CALENDAR

### February 13th

Ribbon Cutting for Xtreme Sports Simulators  
4:30PM

### February 19th

Ribbon Cutting for Premier Eye Care  
4:30PM

### February 19th

Chamber Mixer  
hosted by Premier Eye Care  
5:00PM-7:00PM

## IMPORTANT ANNOUNCEMENTS

## Key Stats – 2025 Tourism Economic Impact in South Dakota

- **14.97 million visitors traveled to and within South Dakota**
- **\$5.16 billion in visitor spending, up 1.1% from 2024**
- **\$2.3 billion in household income for South Dakotans employed in the tourism industry**
- **Tourism accounted for 4.7% of the state's economy**
- **59,145 jobs supported by tourism activity**
- **\$406.1 million generated in state and local tax revenue**
- **16.5% of all state sales tax collections generated by tourism**
- **\$1,121 in additional taxes avoided per household due to tourism**

Source: Tourism Economics

Spaces are available for this year's Custer City Map.  
Call Dawn TODAY to reserve yours!

**\*\*Ad spaces available on a first-come, first-served basis- business card size ads are SOLD OUT!\*\***



# CUSTER CITY MAP

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

## CHAMBER MEMBER ADVERTISING OPPORTUNITIES



### YOUR AD ON BACK OF MAP:

**SINGLE ADS: \$250**

**DOUBLE SPACES AVAILABLE**

Limited spots available!

**First come, first serve basis.**

#### Sizes:

- 3.3" x 1.8" **Single** (WxH)
- 3.3" x 3.75" **Double** Vertical (WxH)
- 6.7" x 1.8" **Double** Horizontal (WxH)

### PREMIUM BUSINESS LISTING

**ON FRONT OF MAP:**

**\$100 PER BUSINESS**

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

Includes business name, phone number, and website

**CONTACT DAWN FOR**

**MORE INFORMATION:**

[dmurray@custersd.com](mailto:dmurray@custersd.com)

605-673-2244

**DEADLINE:**

**APRIL 10TH**



## **New Custer Chamber member? *Some things you should know!***

**Our website, myblackhillscountry.com, saw more than**

**585,000 hits in October 2025**

**600,000 hits in November 2025**

**464,000 hits in December 2025**

**and 10,000 Facebook followers to boot!**

•The Custer County Chronicle, Hill City Prevailor and Western Trader are viable community newspapers with a dedicated readership in paper, on our website and via digital edition



•Down Country Roads, our Hills-wide magazine, has been published since 2012 and reaches a huge audience in paper (2500 copies) and online



•The annual Custer Area Chamber of Commerce magazine is Custer's magazine - and as a chamber member you need to be in it!



•Our summer tourism magazine, Black Hills Adventure Guide, sees more than 30,000 printed copies and is online - and is a huge hit with visitors!

**So whatever you're looking for advertising-wise, we have you covered!**

**Contact Kate today!**

**605-440-1248**

**chroniclewriter2@gmail.com**

2026

# *Ribbon Cutting*



XTREME SPORTS SIMULATORS

**WHEN: FRIDAY, FEBRUARY 13TH**

**WHERE: 750 W. MT. RUSHMORE RD**

**CUSTER, SD**

**TIME: 4:30 PM**

*CUSTER  
Chamber of Commerce*

2026

# *Ribbon Cutting*



**Premier**  
—FAMILY EYECARE—

PREMIER FAMILY EYECARE

**WHEN: THURSDAY, FEBRUARY 19TH**

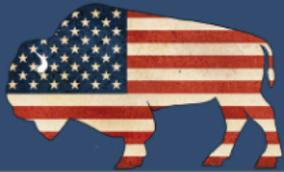
**WHERE: 23 N 1<sup>ST</sup> ST**

**CUSTER, SD**

**TIME: 4:30 PM**

*CUSTER  
Chamber of Commerce*

# Chamber Mixer



**CUSTER**  
*Chamber of Commerce*

Hosted By:



**February 19th from 5 p.m. to 7 p.m.**

**Held At Premier Eye Care**

**23 N 1st St, Custer, SD 57730**

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





# CUSTER

## OFF-ROAD RALLY

JUNE 12-14-2026

2026



# Register Now!

For more information:

[custersd.com/events/custer-off-road-rally](https://custersd.com/events/custer-off-road-rally)

Register Now



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# 2026 MIXER DATES

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**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**



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Follow Us on Facebook & Instagram



**Chamber Board Meetings**

# WEEKLY HUMOR



"SOMETHING WENT WRONG."



# Welcome New Members



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

 #MembershipMonday 

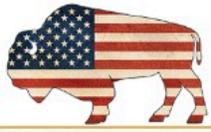
This week, we are talking about our *#membershipsportlight*, which is *Kingdom Scape DBA Stars and Stripes by Steph*. Here is What Steph had to say about this business.

"Through our landscaping business, we proudly offer American-made flagpoles along with services and expert installation. Whether for homes, businesses, or community spaces, we provide quality flagpoles, expert installation, and dependable service to ensure your flag is displayed with pride.

What sets us apart is that we combine professional landscaping expertise with flagpole sales, service and installation. By handling everything in-house, from helping customers select the right American-made flagpole to site preparation and final installation. We ensure each project is done safely, correctly, and built to last.

Something many people don't know is that flagpoles are custom made in the USA and not an off-the-shelf item. With America's 250th birthday coming up, ordering early is the best way to ensure your flagpole arrives in time and is professionally installed. "

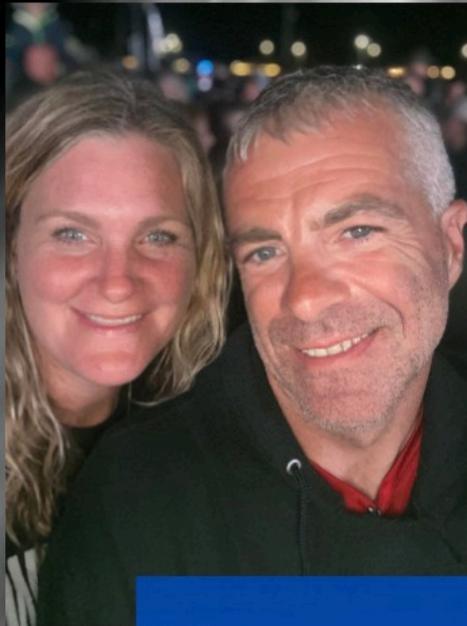
More Info: [\*\*https://custersd.com/members/stars-and-stripes-by-steph-\*\*](https://custersd.com/members/stars-and-stripes-by-steph-)



**CUSTER**  
Chamber of Commerce

2026 Custer  
Chamber

# Member Spotlight



## ☀️ Membership Spotlight Time! ☀️

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

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

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

## AREA EVENTS

YOU'RE INVITED TO  
CUSTER AREA ECONOMIC DEVELOPMENT CORPORATION'S

# Annual Mixer Meeting & Awards FOR THE LOVE OF *Economic Development*

JOIN US FOR AN EVENING OF DRINKS, APPETIZERS,  
NETWORKING AND MORE!

THURSDAY 12 5-8 PM  
FEBRUARY CUSTER BEACON

Tickets: \$35 each  
Available by Clicking the Ticket Below



Is your organization interested in  
sponsoring this event? Please click the  
link below for more information!



## You're Invited: CAEDC Annual Meeting

The Custer Area Economic Development Corporation (CAEDC) invites you to attend our **Annual Meeting** on **Thursday, February 12**, from **5:00–8:00 PM** at the **Custer Beacon**.

Join us for an evening of community connection, updates on local economic development efforts, and a look ahead at what's next for Custer's growth and prosperity. This is a great opportunity to hear about current projects, future goals, and how CAEDC continues to support businesses and the community.

All members, business owners, and community supporters are encouraged to attend.

**Date:** Thursday, February 12

**Time:** 5:00–8:00 PM

**Location:** Custer Beacon

We look forward to seeing you there!

[JOIN US HERE](#)

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stio PRESENTS

# GIRL WINTER

FILM TOUR



SHEJUMPS x BHPFA x THE CUSTER BEACON

**FILM SCREENING: Girl Winter Film Tour**



BLACK HILLS  
PARKS &  
FORESTS  
ASSOCIATION



CUSTER | SD

## Celebrate Galentine's Day with BHPFA and SheJumps!

The Girl Winter Film Tour features six short films that highlight stories of perseverance, creativity, and connection to the mountains—told by and about women redefining what it means to thrive in winter.

**All are welcome to attend!**

SCAN TO  
PURCHASE  
TICKETS!



**Feb. 13, 2026**

**6:00 pm - 8:00 pm MT**  
**Custer Beacon, Custer, SD**

Grab a drink, enjoy delicious appetizers, and relax in the cozy atmosphere of the Beacon.

### Timeline:

**6:00 pm-** Doors open  
**6:30 pm-** Welcome and raffle!  
**6:45 pm-7:00pm-** Women's  
Adventure Film Tour

*Win great prizes from Yeti, Smith  
Optics, Rumpl, and more!*



BLACK HILLS  
PARKS &  
FORESTS  
ASSOCIATION



Black Hills Parks & Forests Association | [www.blackhillsparks.org](http://www.blackhillsparks.org) | 605-745-7020

## Custer Senior Center's

# Freshly Baked Cinnamon Rolls!

Pickup Dates in February:

February 6<sup>th</sup> at 9 AM

February 13<sup>th</sup> at 9 AM

February 20<sup>th</sup> at 9 AM

February 27<sup>th</sup> at 9 AM



To place your order, please call the Senior Center at (605) 673-2708. We prefer to have all orders in by Wednesday for that week's pickup. You're always welcome to stop by the day of, but be sure to come early—our rolls go quickly!

**Caramel Rolls with Nuts = \$4.00**

**Caramel Rolls = \$3.50**

**Frosted Cinnamon Rolls = \$3.00**

**Plain Cinnamon Rolls = \$2.50**

**Pickup your rolls at: 538 Mt. Rushmore Rd.**

📣🍦 February Pop-Ups at Horatio's Homemade Ice Cream! 🍦📣

- 🌟 Feb 7 – Ice Cream for Breakfast Day (8am–3pm)
- 🏈 Feb 8 – Super Bowl Weekend Stock-Up (1pm–5pm)
- ❤️ Feb 14–15 – Valentine's Weekend
- 🍷 Feb 23–28 – Restaurant Week (Noon–7pm)

Special menus, limited hours, and lots of sweet reasons to stop by—  
February is packed!







THE  
**GREAT GATSBY**  
*Valentine's Soirée*

Step back into the Roaring 1920s!

• VIBIN' VOCALS • JAZZ & KARAOKE HITS •

Custer VFW Post 3442 • 721 Mt. Rushmore Rd., Custer, SD

February 14, 2026 • 7:00 - 11:00 PM

**Dinner \$35.00 • Steak or Salmon**

— Add 5 Shrimp for \$5.00 —

House Salad, Garlic Parmesan Mash Potatoes

— **Decadent Dessert** —

Chocolate Mousse with Shaved Chocolate and  
Choice of Fresh Raspberries or Strawberries

OR

Chocolate Chip Cookie Bowl with Vanilla  
or Chocolate Ice Cream from Horatio's

Includes 2 Drink Tickets Per Plate



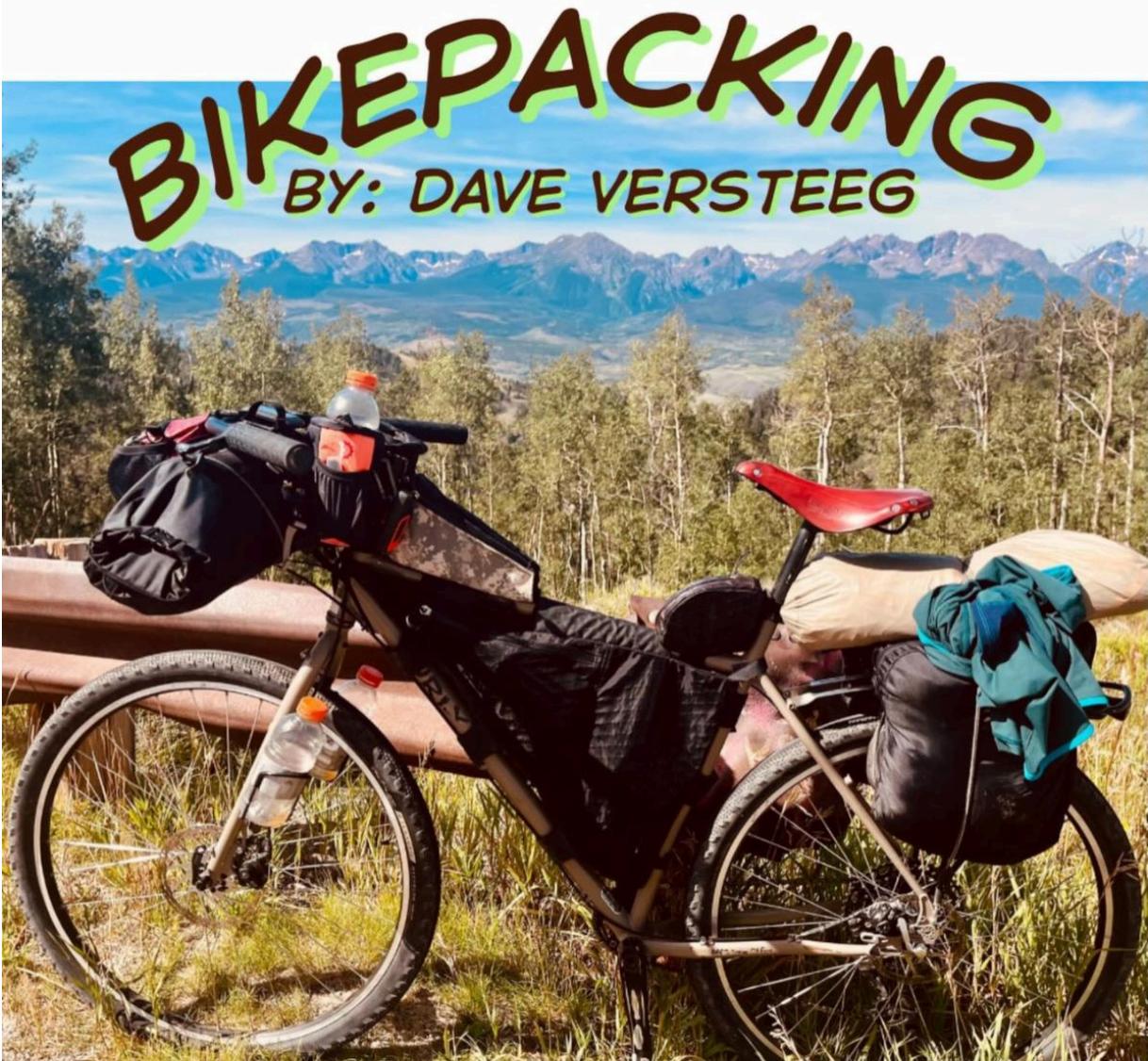
FOR DINNER RESERVATIONS please call

**605-440-3723**

Reservations Starting at 4:30

Dress to Impress in 1920s Glamour  
& Romance!

**SDOS Speaker Series!**



# **BIKEPACKING**

**BY: DAVE VERSTEEG**

**GETTING STARTED - TIPS & ADVICE**  
**SUNDAY FEBRUARY 15<sup>TH</sup> 2:00PM**

Custer School District

# *Developmental Screening*

**FEBRUARY 20, 2026**  
**CUSTER & HERMOSA SCHOOLS**  
**& GROWING ROOTS, INC., PRESCHOOL**  
**TIME 9:30-11:30 & 12:30-2:30**

**Call Today for an Appointment**

**In Custer 605-673-2171 In Hermosa 605-255-4345**

**Developmental Screening for children ages 3–5 years old**

The screening covers the following developmental areas:

Motor Skills & Concepts

Language

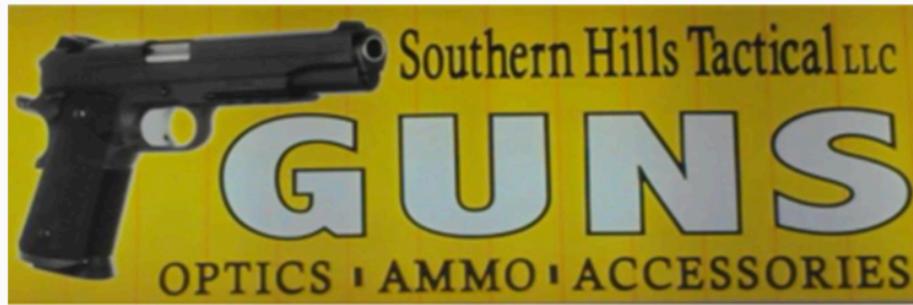
Self-Help & Social Development

Vision/Hearing Screening upon request

Snacks will be provided for all children who go through the screening.

Parents will leave with a printout of where their child is performing developmentally.





## South Dakota Enhanced Conceal Carry Class

**This is a One day Class**

**Saturday Feb 21st 9:00am to 4:00pm**

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

Class size is limited so register early.

For additional information or to register for the class you may contact the instructor at [www.sodakian.com](http://www.sodakian.com), contact us at 605-673-3222 or by e-mail at [southernhillstactical@gwtc.net](mailto:southernhillstactical@gwtc.net)

CHAMBER MEMBER EXCLUSIVE

**AI Training For Small Business**  
ONLINE WEBINAR

**TUESDAY, FEB 24, 2026**  
at 1:00 PM eastern

MEMBERS: CHECK YOUR INBOX FOR YOUR EXCLUSIVE REGISTRATION LINK!

*with featured speakers*

**Frank Kenny**  
CEO AND CO-FOUNDER OF THE CHAMBER PROS COMMUNITY, LEADING AI EXPERT

**Norma Davey**  
CO-FOUNDER OF THE CHAMBER PROS COMMUNITY, LEADING AI EXPERT FOR MARKETING

Ready to work smarter, not harder?

Join us for **AI for Small Business**, a **FREE 90-minute online training** for Chamber members that shows real-world ways to use AI in your business.

Live + on-demand  
Beginner-friendly  
No tech overwhelm

Keep an eye on your inbox for the **private registration link**.

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Harley Davidson-'57 Chevy Rebuilds –Rebuilder & Car Parts –  
Paint Spray Booth – Guns– Tools

## ESTATE AUCTION

The James McMillan Estate, Custer, SD  
ONLINE BIDDING OPENS Friday · Feb. 27<sup>th</sup>, 2025  
– Closing Tuesday · March 3<sup>rd</sup>, 2026, 4:00 PM

Property located at Residence 11569 Thunder RD (Renegade Pass Road),  
Custer, SD. 8 miles west of Custer on SD Hwy 16.



**Featuring:** '91 Harley Davidson Softail motorcycle; Restorable vehicles including: 1957 Belair 2 dr., 1957 Belair Station Wagon, 1969 Chevy Impala, 1955 Chevy pickup, 1972 Buick 2 dr, several other Chevy, Ford & other vehicles; 2005 Chevy Cavalier; '70's Indian trail bike; Paint Spray booth to be removed; upright air compressors; hundreds of mechanic and body tools; large selection of car parts; Chevy & Ford engines, blocks, heads; carbs; bumpers; windows; Flatbed trailer; Stock trailer; Square baler; side delivery rake; AC tractor; disc; saddles; guns; reloading items; antique & collectibles; several rolling tool chests; sand blaster; engine stands; car frame rotator; and so much more to be discovered as we work through the house and out buildings.

**Auctioneers Note:** Something for every car collector. Jim was a mechanic and auto body man. Take time to inspect the parts cars, and restorable vehicles, plus the many very interesting, unique and one-of-a-kind items. Inspect the online catalog for complete photos & details. ALL SELLING WITHOUT RESERVE!

See complete details & photos on [www.bradeenauction.com](http://www.bradeenauction.com)

James McMillan  
Estate  
Per. Rep: Ross Reed  
Custer, SD

**BRADEEN**  
100 YEARS

**REAL ESTATE & AUCTIONS**

Ron Bradeen - Jeff Storm - Travis Mayer, Auctioneers  
605-673-2629 • Custer, SD  
[www.bradeenauction.com](http://www.bradeenauction.com)



# CABIN NATURE CHATS

- SPECIAL EDITION -

with BHPFA and Prairie Wildlife Research

## Featuring Black-footed Ferrets

An Endangered Species  
in Your Backyard



Join PWR Biologist Nicole Mittman as she shares tales about her time studying this rare species!

Two options to join!

Thurs., March 5, 2026  
The Trailhouse, Custer  
6:00 pm—7:30 pm MT

&

Cost: \$10 at the door

Sun., March 8, 2026  
Lost Cabin Taproom, Rapid City  
11:00 am—12:30 pm MT

Scan to  
learn more!



Supported by:



605-745-7020 | [www.bhpfpa.org](http://www.bhpfpa.org)



# WESTERN SOUTH DAKOTA GARDENING

**Thursday Mar 5, 2026  
6 - 7 p.m. MT**

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**Hill City Public Library  
341 Main Street  
Hill City, SD**



**SOUTH DAKOTA STATE  
UNIVERSITY EXTENSION**





## Join BHPFA and SheJumps to Get the Girls Out at Jewel Cave National Monument!

A low-key women's outdoor meetup for new adventures and friends! Warm up at Base Camp, stop by the tutu/flair station, add your favorite routes to the Trail Swap Wall, and tackle a self-paced bingo card—then join the Scenic Cave Tour at 10:45 a.m.

Stick around for the raffle—come solo or bring a friend!

SCAN THE CODE TO REGISTER



**March 7, 2026**  
**9:30 am - 1:00 pm MT**

**Who can come:** Women and girls!

**Cost:** Cave Tour | \$15 for adults, \$10 for youth under 18. Hike Registration | Free

**Where to meet:** Jewel Cave National Monument, Visitor Center

**Schedule:**

**9:30** | Check-in and welcome

**10:45–12:00** | Exclusive Scenic Cave Tour

**12:30** | Raffle + Wrap-Up

The cave tour is optional, but pre-registration is required due to limited capacity.

Not doing the cave? You're still welcome! Enjoy Bingo and Base Camp, and choose from multiple self-guided hiking options.

\*Subject to cancellation due to inclement weather



Supported by a grant from: :



Black Hills Parks & Forests Association | [www.blackhillsparks.org](http://www.blackhillsparks.org) | 605-745-7020



### FOR IMMEDIATE RELEASE

**Early Learner Custer Issues “Last Call” for Vendors at 3rd Annual Southern Hills Family Resource Fair**  
**CUSTER, SD** — Early Learner Custer is entering the final planning stages for the **3rd Annual Southern Hills Family Resource Fair**, held **Saturday, March 14, 2026**, from 10:00 AM to 1:00 PM at Custer Elementary School.

With a county-wide EDDM (Every Door Direct Mail) campaign scheduled to reach every household in Custer County—thanks to a grant from the **United Way of the Black Hills**—organizers are issuing a final call for local service providers, businesses, and nonprofits to claim the remaining vendor spaces.

### Final Opportunity for Vendor Exposure

While the print deadline for the mailer has passed, remaining vendors will still benefit from:

- **High-Volume Traffic:** Connect with local families driven to the event by the county-wide mailer.
- **Digital Promotion:** Inclusion in social media spotlights and the digital event program.
- **Professional Networking:** Access to the private Vendor Mixer (9:00 AM – 9:45 AM) featuring coffee and breakfast.

**How to Register:** Visit <https://forms.gle/y8kjZjox5netq71YA> to secure your booth.

### A Day for Custer Families

The Family Resource Fair is more than a trade show; it is a community celebration designed for children ages 0–8 and their caregivers. Families can expect:

- **40+ Interactive Booths:** Featuring hands-on activities, bouncy houses, touch-a-truck, a Strider bike course, and giveaways.
- **Expert Access:** Face-to-face time with healthcare providers, educators, and developmental specialists.
- **One-Stop Planning:** Sign up for summer camps, preschool, and local youth programs in a single 3-hour window.
- **Free Lunch from Pizza Mill**

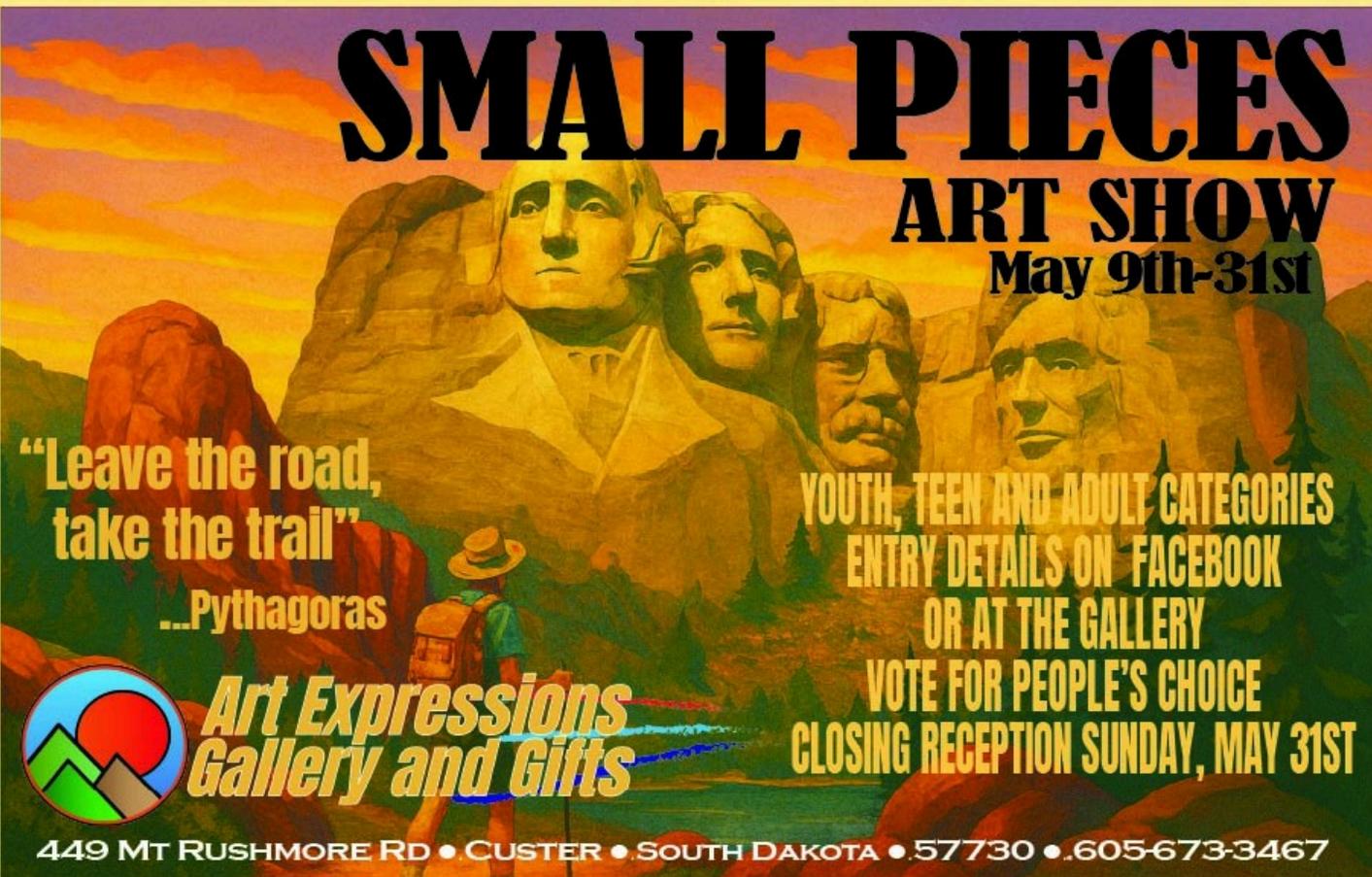
### About Early Learner Custer

Early Learner Custer is a collaborative initiative powered by the City of Custer, the Custer School District, Custer Area Economic Development (CAED), and Monument Health Custer. They are part of Early Learner South Dakota and funded by the United Way of the Black Hills. Their mission is to ensure children 0-8 in Custer County have a strong foundation for life.

**Contact:** Nora Smolnisky

Phone: 605-951-8099

Email: [earlylearnercuster@gmail.com](mailto:earlylearnercuster@gmail.com)



# SMALL PIECES

## ART SHOW

May 9th-31st

**“Leave the road,  
take the trail”**  
...Pythagoras

**Art Expressions  
Gallery and Gifts**

YOUTH, TEEN AND ADULT CATEGORIES  
ENTRY DETAILS ON FACEBOOK  
OR AT THE GALLERY  
VOTE FOR PEOPLE'S CHOICE  
CLOSING RECEPTION SUNDAY, MAY 31ST

449 MT RUSHMORE RD • CUSTER • SOUTH DAKOTA • 57730 • 605-673-3467



# Sip & Paint

Hosted by:  
**The Cruisin' Canvas**

March 19, 2026 6:00 PM  
THE CUSTER BEACON

**CUSTER BEACON**  
EAT • SIP • GATHER • GROOVE

**JUNE 13, 2026**



**Bike it like you mean it!**

**George S. Mickelson Trail**

109 Miles • 1 Day  
1/2 Century Ride: 49 miles

**Register Now!**

[MickelsonTrailAffiliates.com](http://MickelsonTrailAffiliates.com)

**We Ride at Dawn!**

Event starts in Deadwood, ends in Edgemont

Registration Includes: Meals • Snacks

Day Pass • Rider Support • T-Shirt • Trail Swag



# CUSTER

## FINE ARTISTS FESTIVAL



**FRIDAY, JUNE 19 & SATURDAY, JUNE 20**

**On the Lawn at 6th St. & Washington St.**

**ARTIST APPLICATIONS NOW BEING ACCEPTED**

**Email: [DeepCreekArt@yahoo.com](mailto:DeepCreekArt@yahoo.com)**



### **AWARDS:**

**\$750 FIRST PLACE**

**\$500 SECOND PLACE**

**\$300 THIRD PLACE**



**\$350 "BEST SOUTH DAKOTA  
LANDSCAPE" PRIZE**

**FOR ARTISTS ONLY!**

# ANNOUNCEMENTS



## FIRST INTERSTATE **CUSTER AREA FUND**

648 MT RUSHMORE RD, CUSTER SD 605-718-8392

The First Interstate Custer Area Fund is accepting applications for grants from qualified 501 (C) 3 organizations in the Custer area thru March 31. Recipients will be selected and grants funded during the month of April, 2026.

Disbursements by the local board of directors are determined according to the needs of the community. Past disbursements from 1999 to date have totaled \$322,684.00 and have benefitted a variety of local projects, historical organizations and the arts and humanities.

If your non-profit organization would like to be considered in the disbursement of funds, please complete the First Interstate Custer Area Fund application form and return it to any board member or mail the form to First Interstate Custer Area Fund, 648 Mt Rushmore Rd, Custer, SD 57730. Completed applications can also be emailed to [donna.cullum@fib.com](mailto:donna.cullum@fib.com).

Grant application forms are available from any local board member, please call Jenny Behlings 673-5436, Curtis Tyler 517-1655, Donna Cullum 718-8392, Nathan Wiederholt 673-2716, Misty Fish 673-4848, Jen Hartshorn 255-5373 or Brandon Emery 673-2240.

“STEPPING FORWARD WITH COMMUNITY PARTNERSHIP”



# SUBSCRIBE AND SAVE THIS FEBRUARY!

We  our subscribers!

FOR THE ENTIRE MONTH OF FEBRUARY  
NEW SUBSCRIBERS SAVE \$10  
ON A YEAR'S SUBSCRIPTION TO THE  
CUSTER COUNTY CHRONICLE!



REG. \$70  
SPECIAL \$60  
ANNUALLY

WITH THIS COUPON  
OR CALL 605-673-2217  
AND MENTION THIS AD

DELIVERED DIRECTLY TO YOUR  
HOME OR POST OFFICE BOX!

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

EMAIL \_\_\_\_\_

CREDIT CARD # \_\_\_\_\_ EXP \_\_\_\_\_ SECURITY# \_\_\_\_\_

SUBSCRIPTION: CHOOSE ONE/TWO/ALL PRINT \_\_\_\_\_ EMAIL \_\_\_\_\_ WEBSITE \_\_\_\_\_

DROP OFF AT 431 N. 5TH ST., OR MAIL TO PO BOX 551, CUSTER, SD 57730

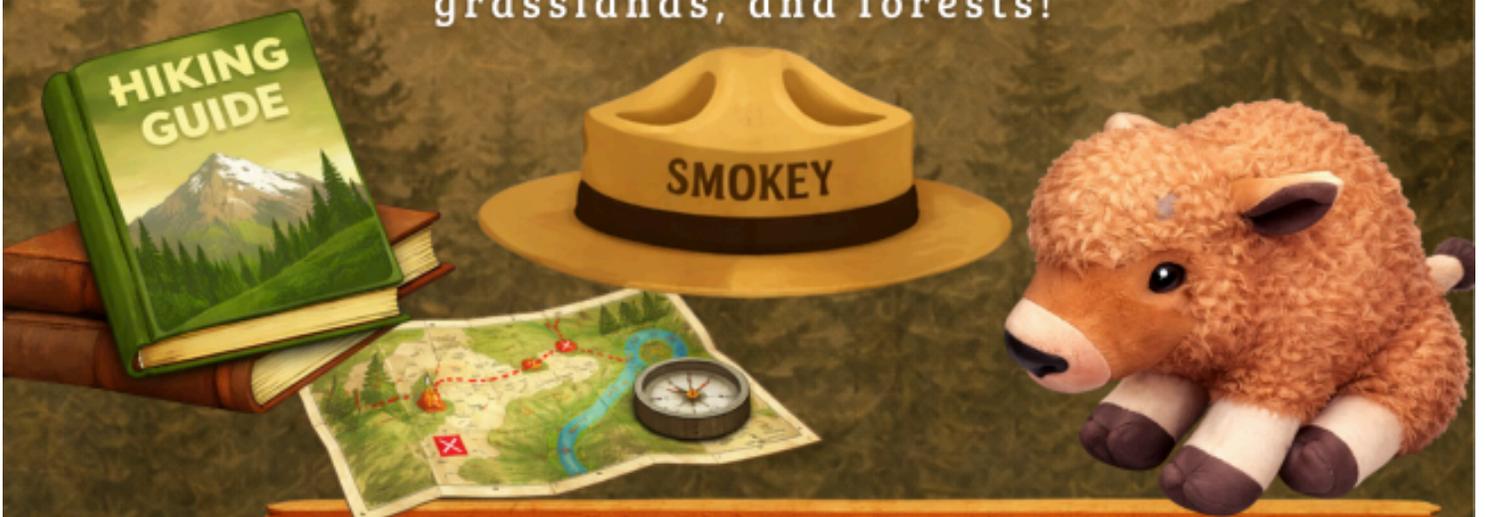
OFFER EXPIRES FEB. 28, 2026

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.*

# The Dragonfly



## Breakfast & Lunch



**Wednesday-Sunday 8am-3pm**

 [www.moccasinsprings.com](http://www.moccasinsprings.com)

 605-745-7626



### Buffalo passes are back!

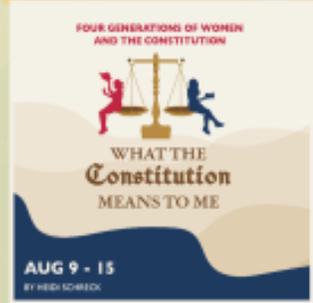
Choose from our Buffalo Pass, which includes 4 tickets to any season 80 show, or the Baby Buffalo Pass, which includes 2 tickets to any season 80 show!

This is a great opportunity to not only save on tickets, but to gain early access a full MONTH before general admission tickets go on sale this spring.

Trot on over to our website, or call our box office to purchase your buffalo passes:

[Buffalo Passes](#)

# 250 YEARS AND COUNTING



THEATRE605.ORG | 605.255.4141



Tickets and Passes

Great things are happening at



**We are working hard Early Learner Custer!**

**Here are some of our most recent updates!**

### **Update Table of Contents:**

- Southern Hills Family Resource Fair- Vendors Needed
- Early Learner Custer Mini Grant Program
- Childcare Provider Discount Card Program
- A Special Thank you to Jennifer White

### **Planning for the 3rd Annual Southern Hills Family Resource Fair is underway!**

We can't believe it's time to plan for our 3rd SHFRF already! We are so excited to bring this amazing event to the Early Learners in the Custer Community! We would like to thank the Custer School District for allowing us to use the Elementary school again for our event! This event is critical for businesses and organizations to be involved in. If you can provide an early learning experience or resource for kids 0-8 or their families in our community, you should have a booth at the fair! We have had 300+ participants from our community at past fairs. If you would like to have a booth at the fair, free of charge, click the button to sign up! Be sure to Save the Date! March 14th!

[Click Here to Register for a Booth](#)

# SDOS HAPPY HOUR!

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EVERY

TUESDAY, WEDNESDAY & THURSDAY

**3:30-5:30PM**

**\$5 Wine Pour  
\$5 CRAFT PINTS  
\$16 CRAFT PITCHERS  
15% OFF ONE ITEM**

---



429 Mt Rushmore Rd.  
Custer, SD 57730



# HOMESCHOOL NATURE ADVENTURES

Exploring nature through guided hikes, engaging storytelling, hands-on observation, and creative journaling.

**LIMITED SPOTS!!**

**JAN-MAY 2026**

For ages 5-12

Last Thursday of the month 9 am- Noon

### COST PER CLASS

\$10, BHPFA members get 15% off

### REGISTRATION REQUIRED



[www.bhpfa.org](http://www.bhpfa.org)

### LOCATION

Circle Z Ranch Outdoor Learning Area, Custer, SD

*Inclement weather location: The Trailhouse, Custer, SD*

### MONTHLY TOPICS

#### JANUARY 29

Nature Observation Skills

#### FEBRUARY 26

Black Hills Mammals

#### MARCH 26

Outdoor Survival Skills

#### APRIL 29

Spring Changes

#### MAY 28

Voices of Nature



Please come dressed for all weather conditions; we will be outside for the entire program. Parents are not required to stay on site.



[www.bhpfa.org](http://www.bhpfa.org) | 605-745-7020 | Supporting Wonder & Exploration since 1946



*K*  
CLOTHING  
CO. EST. 2013

AMFWWIT

*50% off Winter Sale*

224 MAIN STREET HILL CITY SD  
Mon-Sat 10am-6pm | Sun 10am-4pm



**35% OFF** *Etsy*

*Valentine's*

**DAY SALE**

**JANUARY 14 - FEBRUARY 14**

Shop online & save on beautiful handcrafted jewelry!



**VISIT US AT**

**[WWW.ETSY.COM/SHOP/GOODKARMAJEWELRYSD](http://WWW.ETSY.COM/SHOP/GOODKARMAJEWELRYSD)**

# BINGO!

at the BEACON

WEDNESDAYS AT 6:30PM

CASH PRIZES • PROGRESSIVE JACKPOTS  
SUPPORTS LOCAL NON-PROFITS



The best bingo game in the Black Hills is Back in 2026!  
We play Bingo - EVERY WEDNESDAY @ 6:30pm

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## Your goals are as unique as you.

As your needs evolve throughout your life, we'll strive to provide the products, solutions and experiences to help you achieve what's important to you.

**Let's talk. Contact us today to learn more.**



**Jared N Slagle**  
Financial Advisor  
P O Box 528  
Custer, SD 57730  
605-673-4092

EJB-8652F-A-E-AD AECSPAD 2/20/2013



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

Let's work together to find the right strategy to help keep you on track. Contact me today to get started.



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



## *New Seasonal Hours*

**MONDAY : 11AM - 4PM**

**TUES - THURS : CLOSED**

**FRIDAY & SATURDAY : 11AM - 4PM**

**SUNDAY : 12PM - 4PM**

**507 MT RUSHMORE RD CUSTER, SD**

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## Stay Informed & Engaged!

Sign up for weekly updates, action alerts and texts during the 2026 legislative session.



### It's Your Industry – Help Us Protect it!

#### Anticipated and known legislation:

- Outfitter & Guide licensing
- Repeal of tax exemptions on advertising
- Repeal of tax exemptions on rodeo services
- Potential legislation to redirect tourism tax to property tax relief
- Legislation to change local economic development tools
- Legislation to change GOED Future Funds
- Campground expansion
- Airport legislation
- And many more to come

***We need everyone in the tourism industry to be aware, be prepared and support advocacy efforts with calls and emails when legislators need to be contacted!***

 605-660-1078

 [carmen@tourismcoalitionsd.com](mailto:carmen@tourismcoalitionsd.com)

 [tourismcoalitionsd.com](http://tourismcoalitionsd.com)



# CUSTER COUNTY CWPP

## Community Wildfire Protection Plan

Custer County is updating its CWPP in cooperation with representatives from local, state, and federal agencies and other organizations with a stake in wildfire preparedness and mitigation. The project is being facilitated and supported by contract staff from Bintel Inc.

The CWPP is a plan developed by a community in an area at risk from wildfire. The Community Wildfire Protection Planning process is the collaboration between communities and agencies interested in reducing wildfire risk.

We welcome your feedback on how wildfire affects you for the purposes of the CWPP.

### Survey Topics:

- county wildfire risks
- landowner mitigation
- evacuation planning



Scan for Survey



### What is included in a CWPP?

- fire history, behavior, and probability
- firefighting capabilities & water supplies
- evacuation routes
- wildfire community hazard ratings
- wildfire mitigation recommendations
- home ignition zone recommendations

For more information about the project contact [sesser@custercountysd.com](mailto:sesser@custercountysd.com)



Take Survey

# NEWS FROM THE STATE



**FOR IMMEDIATE RELEASE:** Fri., Jan. 23, 2026

**CONTACT:** [Katlyn Svendsen](#), Global Public Relations & Content Services Senior Director, Travel South Dakota

## **From Rising Stars to Lasting Legends, South Dakota Celebrates Tourism Excellence**

PIERRE, S.D. – Twelve awards were presented honoring businesses and individuals for outstanding achievements and contributions to the tourism industry. Winners received their awards from **Governor Larry Rhoden** and **James Hagen**, Secretary of the Department of Tourism (Travel South Dakota), on Thursday night at the **2026 South Dakota Governor’s Conference on Tourism**.

The **Governor’s Tourism Rising Star Award** was presented to **Phoebe Caldwell\*** of **Spearfish**. This award recognizes an individual who has worked in the tourism industry for two to four years, is excelling in their career, and whose work is demonstrating a bright future in the tourism industry. Starting as an intern at **Visit Spearfish**, Caldwell quickly rose through the ranks to become director of marketing.

“Not only does she oversee all digital marketing, email campaigns, social media, budget management, and creative direction, she’s transformed the local event scene,” Hagen said. “Her collaborative spirit and forward-thinking approach are sure to leave a lasting impact on Spearfish and the future of tourism in our state.”

The **Peter Norbeck Excellence in Tourism Innovation Award** was given to **Beth Simonson\*** of **Highmore**. What started as a sunflower photo shoot in 2023 transformed into the **Sunflower Festival**. In 2024, the 2<sup>nd</sup> Annual Sunflower Festival attracted more than 500 visitors from 13 states, including some that traveled from Louisiana to South Dakota specifically for the festival.

The **Rooster Rush Cacklin’ Community Award** was presented to **Pierre** and **Fort Pierre** for going above and beyond to make in-state and out-of-state hunters feel welcome in South Dakota. Together, these communities hosted a storefront decoration contest with 33 participating businesses.

The **Rally Rush Rumbly Community Award** was given to **Visit Brookings** for their outstanding efforts in welcoming visitors before the Sturgis Motorcycle Rally. Starting with a social campaign aimed at visitors heading west on Highway 14, Brookings went on to welcome travelers with swag, giveaways, admission deals, a partnership with local auto shops, and cross-promotion with neighboring communities.

“This community was a shining example of collaboration involving local businesses, hotel partners, and thinking outside the box to spread love around the state,” said Hagen.

The **A.H. Pankow Award** recognizes a representative of the media for showing superior interest in and providing coverage of South Dakota’s tourism industry. This year’s award went to **Jeff Erickson\*** of **Riverfront Broadcasting** in **Yankton**. A long-trusted voice for southeast South Dakota, Erickson was recognized for his dedication to sharing community stories with accuracy, passion and pride.

There were two winners for this year’s **George S. Mickelson Award**, which honors businesses, communities, or organizations that exceed visitors’ customer service expectations all year long. Because of their professionalism, warmth,

and authentic enthusiasm, the **Black Hills Visitor Information Center in Rapid City** won for acting as both a welcoming first stop and a trusted guide for anyone about to explore.

“By combining thoughtful listening with local expertise, they ensure every visitor experience today shapes a better one tomorrow,” said Hagen.

**Experience Sioux Falls in Sioux Falls** also won a **George S. Mickelson Award** for their year-round dedication to elevating hospitality through a locally developed online training program that equips frontline workers with customer service skills that help them become proud ambassadors for the entire state. During National Travel and Tourism Week in 2025, they also personally delivered 180 dozen freshly baked cookies to hotels, attractions and media partners across the city.

“Governor George S. Mickelson often closed his speeches by saying, ‘The people who make a difference are the people who show up,’” said Hagen. “Without a doubt, this organization has shown up.”

The **Ruth Ziolkowski\* Outstanding Hospitality & Customer Service Award** is given annually to four industry members, each representing one of the four tourism regions in South Dakota. This award recognizes tourism industry professionals who provide remarkable service to visitors and whose work demonstrates an outstanding spirit of hospitality. These awards were given to **Laurie Sutterer\*** of **Visit Rapid City in Rapid City**; **Lauren Dietz\*** of the **Children’s Museum of South Dakota in Brookings**; **Todd Moser\*** of **Wilbert’s Service in Pollock**; and **Noreen Jorgensen\*** of **Blue Tin Ranch in Burbank**.

The **Ben Black Elk Award** is a prestigious honor recognizing an individual who makes outstanding contributions to the state’s visitor industry. This year’s award was given to **Rollie Noem\*** of **Hill City**. For more than 40 years, Noem’s tireless work with South Dakota Game, Fish & Parks, Crazy Horse Memorial, and the South Dakota Parks & Wildlife Foundation helped develop and promote South Dakota’s natural and cultural resources. Working as a trails coordinator, he developed the Black Hills Snowmobile Trail System, a massive undertaking that helped cement the northern Black Hills as a year-round destination. During his 19 years as director of Custer State Park, the park transformed from a drive-through destination into a nationally renowned gem. He also helped grow the Custer State Park Buffalo Roundup into the world-class event it is today.

“Perhaps no one since Peter Norbeck has left such a lasting footprint across the natural landscapes of South Dakota, and inspired future conservationists for generations to come,” said Hagen.

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

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## PRESS RELEASE

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## **Legendary Sculptor Dale Claude Lamphere and Wife Jane Murphy Gift to SD Hall of Fame Copyright for Dignity of Earth & Sky**

*For immediate release*

**South Dakota** — The South Dakota Hall of Fame announced today that it has received the copyright to the image of Dignity of Earth & Sky, the iconic sculpture created by Sculptor and 1987 South Dakota Hall of Fame Inductee Dale Lamphere, through a generous charitable gift from Lamphere and his wife, Jane Murphy.

The announcement was made during a media event and press conference held at the South Dakota Hall of Fame Visitor & Education Center in Chamberlain. The gift represents a significant contribution to the South Dakota Hall of Fame, allowing the organization to steward and protect the legacy of one of South Dakota's most recognizable works of art while supporting the Hall's mission.

Dignity of Earth & Sky has become a powerful symbol of South Dakota, recognized for its artistic significance and its connection to the state's history, culture, and people. Through this gift, the South Dakota Hall of Fame will oversee the use of the image in future reproductions and derivative works, ensuring the integrity of the sculpture is preserved for generations to come.

### **The legal transfer of ownership is defined as follows:**

"Effective with the signatures of the Copyright Assignment being provided to the South Dakota Hall of Fame (SDHoF) by Sculptor and SDHoF Inductee Dale Lamphere and his wife, Jane Murphy, the SDHoF owns the copyright to the image of Dignity. Per the Agreement, select uses will continue to be permitted for Dale Lamphere, as well as the use by the State of South Dakota for the Dignity License Plates. Other proposed uses for the image of Dignity in derivative works should be directed to the SDHoF with the request and description of proposed use to [info@sdhalloffame.org](mailto:info@sdhalloffame.org). A specific request form will be available soon on the SDHoF website. All proposed items must honor the intent and aesthetic of Dignity. The SD Hall of Fame will only approve items that respect the Indigenous women, culture, traditions, and community that

Dignity is meant to honor. Items must be true to character, likeness, and the spirit of the work. No item shall diminish the image or reputation of Dignity."

Leadership of the South Dakota Hall of Fame expressed gratitude for the gift and its lasting impact, noting that this contribution strengthens the organization's ability to preserve, share, and honor South Dakota's stories of excellence.

More information about the South Dakota Hall of Fame and future updates regarding image use requests will be shared at [www.sdhalloffame.org](http://www.sdhalloffame.org).

FOR MORE INFORMATION:

Laurie Becvar, Ed.D., M.A.  
CEO, South Dakota Hall of Fame  
605-682-4239  
[lbecvar@sdhalloffame.org](mailto:lbecvar@sdhalloffame.org)

ABOUT THE SOUTH DAKOTA HALL OF FAME

The South Dakota Hall of Fame is a 501c3 nonprofit organization designed to Honor, Inspire, Preserve and Educate. The Hall's mission is to Champion a Culture of Excellence, and the public charity is built upon the recognition, celebration, and preservation of the stories of South Dakotans instrumental in establishing that culture. More on the South Dakota Hall of Fame [here](#).

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At 11 a.m. MT today, Monday, Oct. 6, 2025, a road construction project is scheduled to begin on U.S. Highway 16A near Custer. The reconstruction project to replace a box culvert structure and multiple pipe culverts is located 14 miles east of Custer or nine miles west of the S.D. Highway 79 intersection. Highway 16A will be closed from the intersections of Highway 16A/Iron Mountain Road to Custer State Park's Wildlife Loop. **This closure will be in place until April 2026.** Additional work will include replacing multiple pipe culverts, building gabion walls, and mill and overlay asphalt from Custer State Park's east entrance to the west entrance for 13 miles. Custer State Park's Wildlife Loop and Iron Mountain Road will remain open throughout the project.

During the Highway 16A closure, there will be a detour in place. The detour route is from the intersection of S.D. Highway 36 and Custer County's Ritterberger Road, south two miles to Cobb Road intersection, west one mile on Cobb Road, south one and one-half miles on Cobb Road to the intersection of LH Road, west approximately two miles on LH Road to Custer State Park's Wildlife Loop Road, and then north two miles on the Wildlife Loop Road back to Highway 16A. Motorists should be aware that the detour on Ritterberger Road, Cobb Road, and LH Road includes six miles of gravel. The Wildlife Loop Road is two miles of asphalt with a reduced speed limit of 25 mph.

S.D. Highway 40 between Hermosa and Keystone also provides a detour option for area motorists. Find additional project information at <https://dot.sd.gov/16a-culverts>. This website includes project updates, photos, and a downloadable map that demonstrates the project area and detour route.

The overall project completion date is October 2026.

#SDDOT #SD511

# South Dakota DOT Update



U.S. HIGHWAY 385 CONSTRUCTION  
**ROAD CLOSURE**

**CLOSURE E**

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

\*Local access to Victoria Lake Road maintained

**LEGEND**

Road Closure

Detour

The image is a map of the U.S. Highway 385 construction area in South Dakota. The map shows the route of Highway 385 from the west near Pactola Reservoir to the east near Rapid City. A red line indicates the road closure area from Pactola Dam to Custer Gulch Road. A yellow line indicates the detour route. The map includes labels for Pactola Reservoir, Sheridan Lake, Rapid City, and various highway markers (441, 16, 18, 16A, 261, 204, 249, 190). A legend in the bottom right corner defines the red line as "Road Closure" and the yellow line as "Detour". The map is framed by a yellow and black striped border at the top and bottom.

## Project Update

Friday, Feb. 6, 2026

### Current Construction:

- Closure E (Pactola Dam to Taylor Ranch Road) is currently in place and ends on Friday, March 6, 2026. Outside of the closure area, construction crews are continuing work on the roadway.
- The contractor is continuing to place topsoil from Sheridan Lake Road to 1.5 miles south of Custer Gulch Road.
- The driving surface within the construction area is a combination of pavement, blotter (a hard, packed surface that resembles asphalt), and gravel. Portions of U.S. Highway 385 are gravel, including the segment from Wrinkle Valley Road to ½ mile from South Sanders Ranch Road, and the segment from Sheridan Lake Road to ½ mile to the north.
- Beginning the evening of Monday, Feb. 16, 2026, the contractor will be utilizing an overnight crew to complete pipe replacement from Taylor Ranch Road to 1.5 miles to the south. A pilot car will be used to maintain one lane of traffic at a time.

Within the closure area, the contractor continues to conduct planned rock blasting the excavation and replacement of culverts, and grading of the roadway. Existing pavement is being milled and reclaimed to be used as fill material as the road is reconstructed.



[View Construction Updates](#)

## **Construction Zone Reminders**

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

## **Stay Connected**

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

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

## **HWY 385 ROUTING INITIATIVE**



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

*Visit Route Reimagined*

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

To subscribe, simply text "US385" to 605-566-4041.  
Subscribers can unsubscribe at any time.



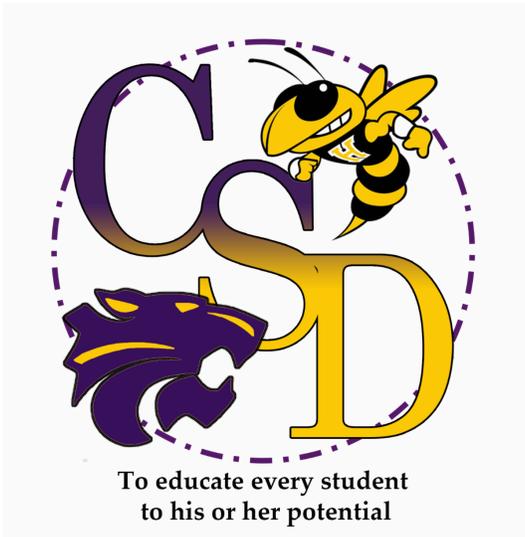
**U.S. HIGHWAY 385  
CONSTRUCTION**  
PENNINGTON-LAWRENCE COUNTY LINE TO SHERIDAN LAKE

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



## Custer Senior Center

February Activities



[Latest Newsletter](#)

**WEEKLY INSPIRATION**



**HELP WANTED**



🎮 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](mailto:custereye@gwtc.net)

## Volunteer Recreation Position Open in the Southern Black Hills



Looking to spend your summer in the beautiful Black Hills? If so, you may be interested in a new volunteer vacancy announcement for the southern hills. The Black Hills National Forest and Nebraska National Forests and Grasslands are teaming together to host some volunteers to help at various recreation sites. Routine maintenance and some enhancement projects are planned, along with some visitor engagement through sporadic site visits. If you need a trailer pad for housing, one is available in Hot Springs, South Dakota, specifically tied to this position. The camping pad is free, with full hookups; in exchange for the site, the selected volunteer is required to work 32 hours per week (typically four, 8-hour days).

Working in public lands is a wonderful way to see the beauty of our nation's natural and cultural history. The southern Black Hills offer some fantastic opportunities for attractions, shops, restaurants, cultural sites and museums, and other vacation-like options. With three days off each week, volunteers will enjoy a summer filled with some challenging work assignments and projects yet relax in the outdoor atmosphere and local hospitality of western South Dakota.



<https://www.volunteer.gov/s/volopprecord?listing=a09SJ00000Jny1hYAB>

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# 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

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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](mailto: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>

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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

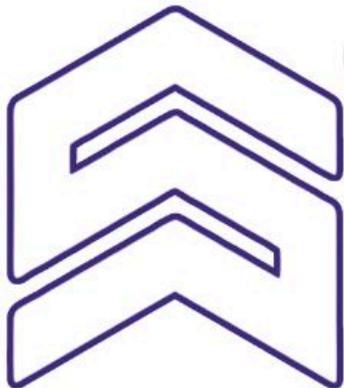
- Stop in to apply in person
- Send Your CV to Colby at  
[Carsondrug@gwtc.net](mailto:Carsondrug@gwtc.net)
- Apply on Indeed





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](mailto: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](mailto:julie@painandmovementsolutions.com) for consideration



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

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Want to Work With Us?

# We're Hiring!





CUSTER SENIOR  
CENTER

**WE'RE  
HIRING!**

OUR EXECUTIVE DIRECTOR  
POSITION IS OPEN. PLEASE STOP  
BY THE CENTER OR EMAIL YOUR  
RESUME TO  
[CSCDIRECTOR@GWTC.NET](mailto:CSCDIRECTOR@GWTC.NET)



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

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



# HELP WANTED

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

**APPLY TODAY**

*CUSTERCANDYCO@GMAIL.COM*

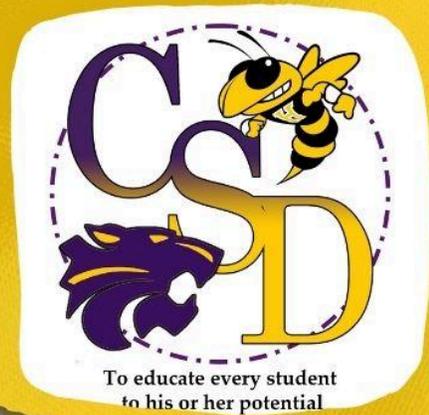
# Outlaw Ranch



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

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

# Join Us.



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



## Current Openings:

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

[www.csd.k12.sd.us](http://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***

Pat Hattervig  
Information Associate  
***phattervig@custersd.com***

Adrianna Burgess  
Office Assistant  
***assistant@custersd.com***

Rachelle Woodford  
Office Assistant  
***bytes@custersd.com***

Joel Behlings  
Information Associate  
*info@custersd.com*

**2025**

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Tim Frederick - School Liaison

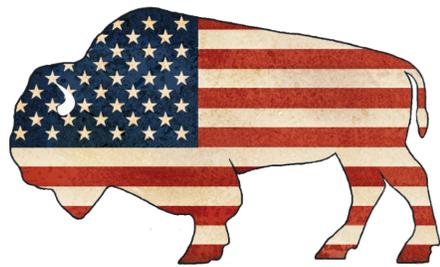
Lydia Austin - CSP Liaison

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**Our Address:**  
615 Washington Street  
Custer, SD 57730

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



**CUSTER**  
*Chamber of Commerce*

[Visit our Website](#)

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

Send Us An Email

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

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