

**CUSTER**  
*Chamber of Commerce*



# Buffalo Bytes



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

# CUSTOMER CONNECTIONS



What do Han Solo (Star Wars et al), Walter White (Breaking Bad), and Katniss Everdeen (The Hunger Games) have in common? They're terribly flawed and we love them for it.

Imperfection can also be a powerful asset for businesses when approached with the right mindset. So stop trying your best to be perfect and embrace imperfection as a way to connect with your customers. Here's how:

## How to be Perfectly Imperfect

You've probably heard the adage "finished is better than perfect" or "you can't edit a blank page." There's something to be said for embracing life's imperfections, especially in business. After all, everyone can relate, and imperfections are bound to happen. So you might as well make the best of them.

There's a popular self-help book called "How to Keep House While Drowning." It was written by a recovering overwhelmed housewife. It's funny and terribly relatable, especially if you do most of the housework around your home. But it's also a book about very boring things like dishes in a sink. You can use this same "common denominator" to relate with your ideal client.

## Relatability

It's hard to identify with a perfect business or person. When someone is busy telling us how perfect they are or only showing us the perfect side of their lives, a distance between us will arise. After all, if your life is less than perfect how do you align with someone who is only showing you the sunny side?

Whether it's a fictional character, your best friend, or a business, seeing flaws makes us feel like that person or entity is going through the same things we are. This relatability can be loyalty-building when it comes to business.

## Transparency

You can also turn mistakes into opportunities by being openly honest about your shortcomings. When you acknowledge errors and demonstrate a commitment to improvement, you actually build stronger relationships with customers. In fact, *89% of people* believe a business can regain their trust if it admits to a mistake and transparently outlines steps to prevent future issues.

## Authenticity

Companies that show their human side can gain a competitive edge. For example:

Companies that show their human side can gain a competitive edge. For example,

Domino's Pizza ran a campaign admitting their pizza had its issues, but they were addressing them.

Guess what?

It increased sales. Netflix publicly apologized for a pricing mistake, demonstrating accountability (and let's not forget their Tyson debacle—again, they apologized instead of ignoring it). Coke went back to the original and admitted the change was a terrible idea. All of these companies received kudos for their honesty (and listening to customers).

## Fearlessness

From an employee perspective, embracing imperfection can unlock creativity by removing the paralyzing fear of failure. When businesses create an environment that accepts mistakes as part of the learning process, employees feel more comfortable:

- Experimenting with new ideas
- Taking calculated risks
- Thinking outside traditional boundaries

Companies that remove the fear of failure can accomplish great innovation.

## Healthier Work Environment

Transparency in leadership can also improve your business. When leaders acknowledge their own flaws it:

- Reduces stress among employees
- Increases job satisfaction
- Boosts overall productivity

If you've ever worked for a workaholic, you know their flawed views on work can be detrimental to your own.

But we're not telling you to hang all your dirty laundry out on the line for everyone to see. There is a strategy behind using imperfection to build a stronger relationship with your customers and employees.

## A Strategic Approach to Imperfection

The key is not to aim for mediocrity, but to view imperfections as opportunities for growth. Your business is never going to be perfect; but you can be perfectly relatable. Be real, be resilient, and be ready to learn and grow.

Our best relationships in life (and on the screen) are not between us and perfect people. Quite the opposite. We embrace flaws and appreciate when those around us do the same. Showing your less-than-perfect side will make you more endearing and solidify a long-term relationship between your business and your customers.

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

---

Medium: @christinametcalf

Facebook: @tellyourstorygetemtalking

Instagram: @christinametcalfauthor

LinkedIn: @christinagsmith



**Dawn Murray**  
Executive Director

**IMPORTANT ANNOUNCEMENTS**



## CHAMBER STAFF

Dawn Murray

Executive Director

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

Fred Baumann

Information Associate

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

Pat Hattervig

Information Associate

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

Adrianna Burgess

Office Assistant

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

Rachelle Woodford

Office Assistant

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

Joel Behlings

Information Associate

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



**\*\*Exciting News: Our New Website is Now Live! \*\***

Our team has been working around the clock the last couple months, we are thrilled to announce the launch of our brand-new website! Designed with your needs in mind, it offers an exceptional user experience characterized by intuitive navigation and a wealth of detailed information. We poured our hearts into this project, and we can't wait for you to explore all that it has to offer.

Curious about the exciting new features? You can now effortlessly submit an event right from our website with just a few clicks! Dive in and discover the possibilities by clicking the link below. We hope you'll love navigating our new site as much as we enjoyed creating it for you!

[Submit Your Event](#)

Members, please take a minute to check your listing on our new website and send us a picture /logo for your business listing.

2025

Board Of Directors

Amy Bailey – President

Craig Reindl – Vice  
President

Michelle Fischer –  
Treasurer

Carrie Moore– Secretary

Amanda Allcock  
Corey Virtue  
Keely Mahony  
Miranda Boggs  
Ronni Calvird

Julie Jenniges – City  
Liaison

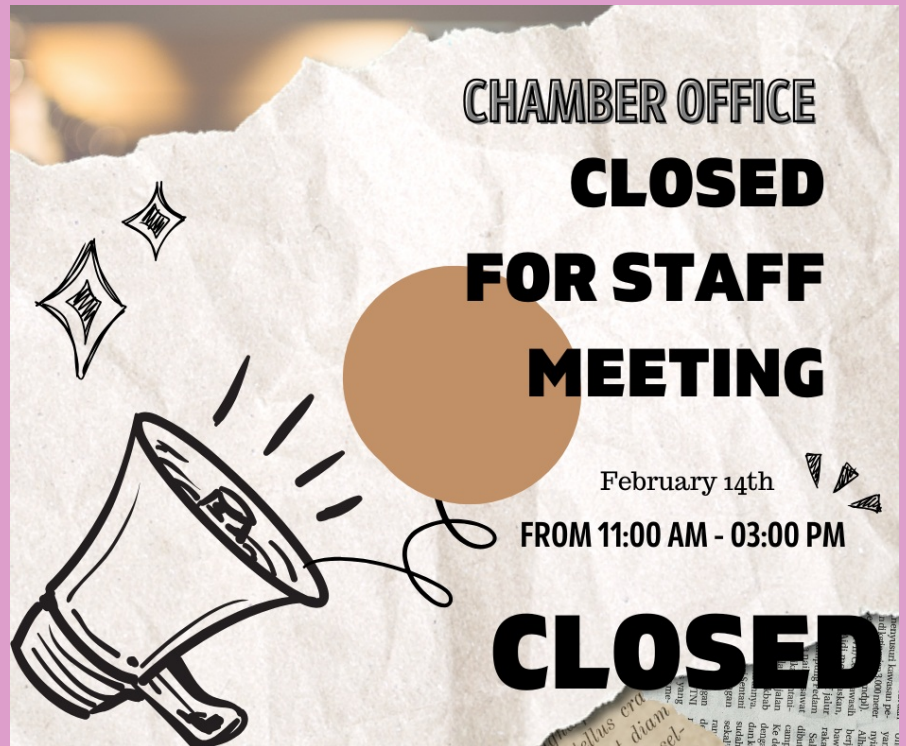
Mark Naugle – School  
Liaison

Lydia Austin – CSP Liaison

Jessica Noteboom – BID  
Board Liaison

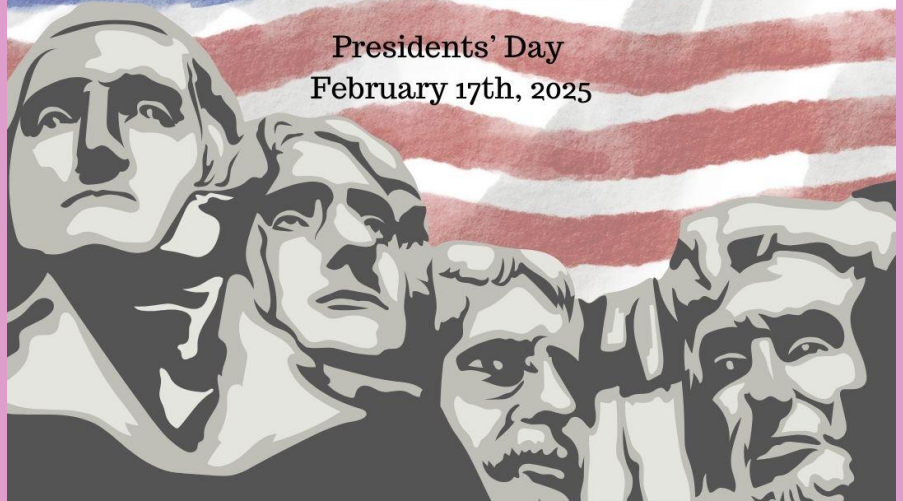


Visit our Website



# Custer Chamber Office Closed

Presidents' Day  
February 17th, 2025



Follow Us on Facebook & Instagram



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

## MARK YOUR CALENDAR

### February 17

**Custer Chamber Office Closed**  
Presidents Day

### February 20

**Custer Dental Studio Mixer**

**141 N 5th St**

5-7 PM

# February 24- March 1

**Custer Restaurant Week**

## March 1st

**Custer Trade Show and Craft Fair**

**Custer School District Armory**

**527 Montgomery St**

## March 6th

**Ribbon Cutting**

**Pain & Movement Solutions**

**1369 Montgomery St, #103**

**5-7PM**

**WEEKLY HUMOR**



# CHAMBER HAPPENINGS





# 2025 MIXER DATES

**JANUARY 23-STATE FARM INSURANCE**

**FEBRUARY 20-CUSTER DENTAL**

**MARCH 20- DACOTAH BANK**

**APRIL 17- FAITH LEWIS REALTY**

**MAY 15- 1881 COURTHOUSE MUSEUM**

**SEPTEMBER 11-JENNY'S FLORAL**

**NOVEMBER 20- EDWARD JONES**

**DECEMBER 18- SD OUTDOOR SHOP**



**CUSTER**  
Chamber of Commerce

**2025 CHAMBER**

# 2025 CHAMBER EVENTS



**CUSTER**  
Chamber of Commerce

- January 23- Mixer at State Farm
- February 20- Mixer Custer Dental Studio
- February 24-March 1- Custer Restaurant Week
- March 1- Custer Trade Show
- March 20- Mixer at Dacotah Bank
- April 10- Spring Fling
- April 17- Mixer at Lewis Realty
- May 15- Mixer at 1881 Courthouse Museum
- June 13-15 Off Road Rally
- June 20-22- Summer Mickelson Trail Trek
- July 4-6 July 4th Festivities
- July 4- 4th of July Parade
- July 18-20- Gold Discovery Days
- July 19 -Gold Discovery Days Parade
- August 15-16 Custer Crazy Days
- August 16- Community Wide Rummage Sale
- August 31- Studebaker Car Show
- September 11- Mixer at Carrie's Flower Shop
- September 19-21- Mickelson Trail Trek
- October 16- Annual Dinner
- October 25- Monster Mash
- October 31- Merchants' Trick or Treat
- November 20- Mixer at Edward Jones- Jared Slagle
- December 6- Christmas Parade
- December 18- Mixer at South Dakota Outdoor Shop



# *Ribbon Cutting*

CUSTER  
Chamber of Commerce

PAIN AND MOVEMENT  
SOLUTIONS



---

**WHEN: MARCH 6TH, 2025**

**WHERE: 1369 MONTGOMERY ST**

**CUSTER SD**

**TIME: 5 PM**



4TH OF JULY QUILT

RAFFLE  
TICKETS



PROFITS WILL GO TO

4TH OF JULY FIREWORK FUND

DRAWING WILL BE HELD AT THE  
2025 SPRING FLING

TICKETS AVAILABLE FOR PURCHASE AT THE  
CHAMBER OFFICE



[Purchase Tickets Here](#)



CUSTER  
Chamber of Commerce

TACOS-TEQUILA-TINGO



# BINGO NIGHT

TUESDAY | 6:30 PM  
AT THE GOLD PAN  
SALOON

*GATHER YOUR FAMILY, FRIENDS FOR AN EVENING OF THRILLING  
GAMES, FABULOUS PRIZES, AND UNFORGETTABLE MEMORIES.*



# WELCOME NEW MEMBERS!

My XO Adventures  
555 Pro Books  
A & B Business Solutions  
CJR Painting

Dave's Rock Shop  
St John the Baptist Catholic Church  
Black Hills Class Restoration

Black Hills Glass Restoration  
Sleep Better South Dakota LLC  
Our Quilty Things  
Gideons International- Southern Hills Camp  
Pain & Movement Solutions  
ZenBusiness  
Sweet Clover and Sage Salon  
Splish Splash Car, RV, and Dog Wash  
HR Matchbook  
Custer Valley Efficiency Living  
Western Tire Chain, LLC  
John Boy's Texas BBQ LLC  
Edward Jones-Jared Slagle  
Rise- Custer  
DGR Engineering  
Glen Erin Horse Camp  
Custer's Rendezvous  
Rapid Fire Protection  
Black Hills Bronco Adventures  
Sage Creek Grille

## MEMBERSHIP SPOTLIGHT

Today's Membership Spotlight is all about ***Busy Ewe Farm & Fibers***. Thank you for being a part of the Custer Chamber and community. Here are some words from the Owner, Brenda.

"Bringing Local Flavor and Color to Custer!

Busy Ewe Farm & Fibers offers locally raised lamb and produce, hand-dyed yarns, hand-crafted items, and Pasture to Plate dining opportunities to the residents and visitors of Custer. You can find us and our products at the Trade Show, Custer's Farmers Market at Way Park on Saturdays June through October, the Custer Old Time Fair during the 4th of July, the Labor Day Fall Festival, and other festivals and events around the Black Hills. We have our lamb and fiber products available year around at the Fiber Nook on our Ranch or selected products at other local Businesses: Yarns and Notions at the Busy Ewe Kiosk in the Quilted Buffalo or ground lamb meat or lamb chops at Wild Spruce Market. We carry a variety of products for everyone - check us out!"



2025 Custer Chamber

Member Spotlight

## Busy Ewe Farm & Fibers



Address: 25743 Carroll Creek Rd, Custer  
Phone: 605-440-0316 Email: [busyewefarm@gmail.com](mailto:busyewefarm@gmail.com)

## AREA EVENTS



Custer  
American Legion  
Post #46



Veterans  
Strengthening  
America

Thursday, February 13<sup>th</sup>, 2025  
9:30 a.m. – 5:00 p.m.

@

Custer City Masonic Lodge #66  
220 N. 6<sup>th</sup> St., Custer, SD 57730



Scan this QR Code to schedule a donation time



February  
13<sup>th</sup>

**Contact:** Deb Streets at 605-517-1796 if you need help in scheduling.

**About The American Legion:**

The American Legion is the largest wartime veterans service organization with about 1.7 million members in roughly 12,000 posts across the nation. Chartered by Congress in 1919, The American Legion is committed to mentoring youth and sponsoring wholesome community programs, advocating patriotism and honor, promoting a strong national security and continued devotion to servicemembers and veterans.

If you would like to be a part of our **Custer American Legion Post #46**, please contact us at: 605-673-3930 or [adjutant@custerlegion46.org](mailto:adjutant@custerlegion46.org). We are - **Veterans Strengthening America!**

**More Info:**

[cscdirector@gwtc.net](mailto:cscdirector@gwtc.net)

**Classes start at 2PM**

538 Mt. Rushmore Rd



# Mobile Device Basics

## February Technology Classes for FREE

**Thursday, February 13th at 2PM - iPhone Basics**  
**Thursday, February 20th at 2PM - Android Basics**

Join the Custer Senior Center and Custer County Library as we team up to offer a series of technology classes in the coming months! Kicking off in February, we'll start with Mobile Device Basics and move on to Computer Basics (covering macOS 11 and Windows 10), Video Calling, and Cybersecurity Essentials. Each class will include refreshments, snacks, and a fun tech swag bag! Feel free to bring your own laptops and smartphones to get the most out of the sessions.

Supported By:



Valentine's Day is Friday





**Romantic Harmony**  
\$94.99 - \$149.99\*



**Hey, Hot Lips!**  
\$36.99  
(Limited Quantities)



**One Dozen Roses**  
\$119.99\*



**Hugs & Kisses**  
\$49.99 - \$99.99  
(Upgrades Available)



**Our Love is DINOmite**  
\$39.99 OR \$79.99



**Two Dozen Roses**  
\$149.99\*

\*color choice customizable



**Don't forget the Card & Chocolates!**



# 2025 Valentine's Day Floral Collection



36 N 6th St | Custer SD 57730 | 605-673-3549 | jennysfloral.com

**Custer Senior Center Fundraiser**

at

D. H. H. I.

# Cinnamon Roll Sale

We recommend calling the Center to order cinnamon rolls ahead of your desired pickup date. **You may start picking up your rolls at the Senior Center after 9am.**

**To call and place orders, please call  
(605)673-2708**



**February**

**Pickup**

**Dates:**

Feb. 7th

Feb. 14th

Feb. 21st

Feb. 28th

Caramel Cinnamon Roll (w/nuts) - \$4.00

Caramel Cinnamon Roll (no nuts) - \$3.50

Frosted Cinnamon Roll - \$3.00

Plain Cinnamon Roll - \$2.50

538 Mt. Rushmore Rd. Custer, SD 57730

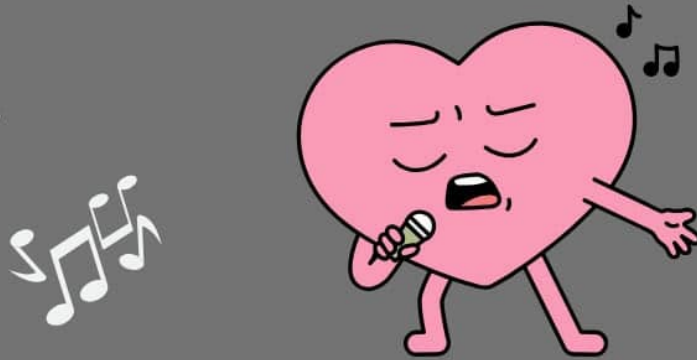


## VALENTINE'S

### WEDDING NIGHT

# KARAOKE NIGHT

SERENADE YOUR LOVED ONE



VFW POST 3442, CUSTER, SD

**FEBRUARY 14TH, 2025**

**07:00 P.M.**

**Vibin' Vocals  
DJ Dre**



*The Most Romantic  
Valentine's Event in the Mill*

Valentine's Event in the Hills.

LOVE  
ON ALL  
LEVELS



Experience a romantic stroll with your loved one, illuminated by the warm glow of candles throughout the enchanting passages of **Rushmore Cave**. Enjoy 4 delicious hors d'oeuvre & wine pairings throughout the cave while being serenaded by live musicians. This is truly a one-of-kind experience.

Ticket also includes:

- Zipride for 2 under the stars
  - Gunslinger 7D Interactive Movie/Ride for 2
  - Couples Moonlight Mountain Coaster Ride
- Hors d'oeuvres & Drinks by Powder House Restaurant

**Feb. 14 & 15**  
5-9PM

LIMITED TICKETS AVAILABLE - GET YOURS TODAY!



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



**RUSH MOUNTAIN ADVENTURE PARK**

5 miles East of Keystone on Hwy 40 • 13622 Hwy 40 Keystone, SD 57751



**WOMEN'S  
ADVENTURE  
FILM TOUR 2024**



SHEJUMPS x BLACK HILLS PARKS & FORESTS ASSOCIATION

# FILM SCREENING: WOMEN'S ADVENTURE FILM TOUR



CUSTER | SD

Join BHPFA, SheJumps and Wilderness Volunteers for the **Women's Adventure Film Tour!**

Featuring inspiring short films highlighting the **achievements and adventures of women in the outdoors!**

SCAN TO REGISTER & LEARN MORE



**Feb. 15, 2025**  
**4:00 pm - 7:00 pm MT**  
**Custer Beacon, Custer, SD**

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

**Timeline:**

- 4:00 pm- Doors open
- 5:00 pm- Welcome and raffle!
- 5:00-6:45 pm- Women's Adventure Film Tour
- 6:45-7:00 pm- Wrap Up

Sponsored by a grant from the Zonta Club of the Southern Black Hills



BLACK HILLS PARKS & FORESTS ASSOCIATION



WILDERNESS VOLUNTEERS



ZONTA INTERNATIONAL

BUILD A BETTER WORLD FOR WOMEN AND GIRLS

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

Foundations in Personal Finance by Dave Ramsey

# FINANCIAL SUCCESS FOR TEENS

# JOIN OUR FREE YOUTH FINANCIAL EDUCATION CLASS

St. John the Baptist Catholic Church, in partnership with First Interstate Bank, is offering a FREE class to help Grades 7-12 students build essential financial skills for life.

## WHAT WILL YOUR CHILD LEARN?

- Budgeting: How to plan and manage money wisely.
- Saving & Investing: Discover the power of compounding and setting financial goals.
- Avoiding Debt: Why staying out of debt is key to financial freedom.
- Retirement Planning: It's never too early to think about a successful future!

## WHAT'S INCLUDED?

- FREE course materials from the "Foundations in Personal Finance" program.
- Engaging lessons presented by members of the Custer business community and St. John parishioners.
- FREE pizza at every session!

All materials are developed by Dave Ramsey, a personal finance expert and bestselling author who has been helping families take control of their finances for over 30 years.

● CUSTER & HILL CITY YOUTH,  
? GRADES 7-12

🕒 1:00 - 2:30 PM (90-MINUTE SESSIONS)

📍 WHERE: ST. JOHN THE BAPTIST CATHOLIC CHURCH

📅 EVERY OTHER SUNDAY  
STARTING FEBRUARY 2, 2025  
DATES: FEB 2, FEB 16, MARCH 2,  
MARCH 16, MARCH 30, APRIL 6

### Commitment Required:

Attendance at 5 out of 6 sessions is mandatory. If your child misses more than one session, a \$25 charge will be assessed for the cost of materials.

Don't miss this incredible opportunity to prepare your child for financial success—for FREE!



SPACES ARE LIMITED, SO SIGN UP TODAY!  
Scan the QR code to sign up.



Custer Senior Center's

SUPP & PIE

# SOUP & PIE FUNDRAISING EVENT

Thursday, February 20, 2025

Please join us from 11am to 1pm | Only  
\$10 (includes a slice of pie and bread)

Soup Choices: Chili, Cheesy Potato & Bacon, and  
White Chicken Chili



Thank you to  
our February  
Sponsor!



**Black Hills**  
FEDERAL CREDIT UNION <sup>SM</sup>





# FEBRUARY 2025 - EVENTS



**Saturday, Feb 1<sup>st</sup> - Breakfast 9:15 am**

*Laughing Waters Restaurant @ Crazy Horse Memorial*

*RSVP via email by Friday, 1.31.25*

**Thursday, Feb 20<sup>th</sup> - Meeting 12:00 pm**

*Custer County Courthouse Annex — Pine Room*

**Saturday, March 1<sup>st</sup> - Breakfast 9:15 am**

*Laughing Waters Restaurant @ Crazy Horse Memorial*

*RSVP via email by Friday, 2.28.25*



**Saturday, March 1<sup>st</sup> - Custer Trade Show Booth**

*Custer High School — 9 am - 3 pm*



*Email: [ccsddp21info@gmail.com](mailto:ccsddp21info@gmail.com)*

 Facebook: [@custercountydemocratsofsouthdakota](https://www.facebook.com/custercountydemocratsofsouthdakota)





## South Dakota Enhanced Conceal Carry Class

**This is a One day Class**

**Saturday Feb 22nd 2025 9:00am to 4:30pm**

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

Class size is limited so register early.

For additional information or to register for the class you 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)



Custer Senior Center presents..

# STRING BEAN & SALLY



Performers since 1988

**TUESDAY, FEBRUARY 25TH**

Their performance "Gospel to Bluegrass"  
starts at 1:00 p.m. and is open to the public.

538 Mt. Rushmore Rd., Custer, SD 57730

Come Have **BREAKFAST**





with the  
VFW Post 3442 Auxiliary

721 Mt. Rushmore Rd, Custer

*Enjoy good food with your fellow  
neighbors and friends*

Sponsored by the following

**Aspen+Pine Realty**

**Lampert Properties**

**Lewis Realty**

**Bradeen Real Estate & Auctions**

**Western Skies Real Estate**

**The Country Inn @ Three Forks, Hill City**

The first Sunday of the month

February 2,

March 2 and April 6

8:00am - 12:30pm



Adults \$15.00 Ages 8-16 \$12.00 7 & Under Free

**SAVE THE DATE**



FOR THE SOUTHERN HILLS  
**FAMILY RESOURCE FAIR**

**SATURDAY, MARCH 8  
10:00 AM TO 2:00 PM**

**CUSTER ELEMENTARY  
SCHOOL**

DESIGNED FOR FAMILIES WITH CHILDREN AGES  
0-8, BUT OPEN AND WELCOMING  
TO ALL WHO SUPPORT EARLY LEARNING AND  
COMMUNITY ENGAGEMENT.

**TOUCH-A-  
TRUCK!**

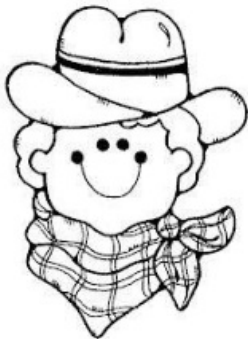
**GIVE  
AWAYS!**

**BOUNCY  
HOUSES!**

**FREE  
FOOD!**



**CUSTER ELEMENTARY  
JUNIOR KINDERGARTEN and KINDERGARTEN ROUNDUP  
AND  
REGISTRATION**



**March 24th and 25th  
At Custer Elementary School for  
Children turning 5 on or before September 1<sup>st</sup>  
Call 673-4483 for an appointment.**



**EASTER**

# EGG HUNT

AGE DIVISIONS:

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

Happy

SATURDAY, APRIL 19TH

10:00 AM - SHARP!

Easter

HERMOSA BASEBALL FIELDS

FREE ADMISSION - BRING YOUR BASKET!



Black Hills  
Electric Cooperative, Inc.

A Touchstone Energy® Cooperative



**JUNE 14, 2025**





# **Bike it like you mean it!**

**George S. Mickelson Trail**

**109 Miles • 1 Day**

**1/2 Century Ride: 49 miles**

***Registration is Open!***

**MickelsonTrailAffiliates.com**

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

**MickelsonTrailAffiliates@gmail.com**



**Calling all  
artists!**

# Fine Art Festival

# 2025

6th and Washington  
St in Custer, Sd

14-15 June 2025

Event is Juried and awards will be given

For more information

[deepcreekart@yahoo.com](mailto:deepcreekart@yahoo.com)

312-505-4592







# MICKELSON TRAIL TREK

3 Days | 109 Miles | Food | Music

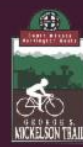
Black Hills, South Dakota → 2025

## JUNE 20 - 22, 2025

- The Mickelson Summer Trek is an annual three-day bicycle ride covering the trail of South Dakota's George S. Mickelson Trail.
- Riders can enjoy the beauty of the heart of the Black Hills, travel through the scenic valleys, old railroad tunnels, and historic mining towns.
- The registration fee includes daily trail passes, shuttle service, six snacks, two meals, and two meal vouchers for Hill City or Custer and Deadwood.



For More Information:  
call (605) 584 - 3896  
email [mickelsontrail@state.sd.us](mailto:mickelsontrail@state.sd.us)  
visit [mickelsontrail.com](http://mickelsontrail.com)



## ANNOUNCEMENTS





---

**CUSTER BLUEGRASS JAM HAPPENING AT THE  
CUSTER WOLF ON MONDAYS**



**2:00-4:00 P.M.**

**MUSIC**

*Relax*



*Enjoy*

Wednesday-Sunday

7:30am-7:30pm

Guest Favorites

Crustless Quiche

Steak Bowl

The Melt Burger

14oz Ribeye



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





40% off  
Clothing

224 Main Street | Hill City, SD  
701.742.5638  
[www.jqclothingco.com](http://www.jqclothingco.com)

MONDAY-SATURDAY 10AM-6PM  
SUNDAY 12PM-4PM

## *Now welcoming new clients*

**Your customers are online—are you?  
Social media isn't just a trend; it's your ticket to:**

- Building trust with your audience
- Attracting new customers without breaking the bank
- Showcasing your unique story and products

- Driving traffic to your website

In today's world, if you're not on social media, you're invisible to countless potential customers! Let's grow your brand, connect with your community, and drive sales—all with the power of strategic social media content.

**MAYBE YOU NEED  
SOCIAL MEDIA  
MANAGER**



**605.440.2400**

**GreenOwlMedia.com**

**Serving the Black Hills  
Digital Marketing / Commercial Photography**

**GOOD KARMA  
JEWELRY**

Custer, SD



30% OFF *Etsy*

Valentine's

DAY SALE

1/14 - 2/14

SHOP ONLINE AT

WWW.ETSY.COM/SHOP/GOODKARMAJEWELRYSD

# Progress Edition

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

## Custer County Chronicle

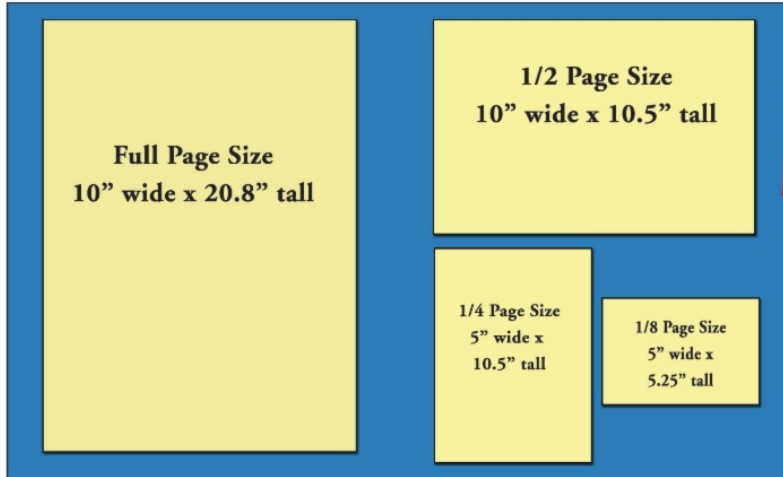
HILL CITY  
Prevailer News



# Progress 2025

Coming Wednesday, April 16

This is your opportunity to tell everyone about your business!  
 Deadline is April 4, 2025



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

### Progress Advertising Rates

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

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

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

## Feel like you're the only business not relocating this Spring?

*Well, don't feel left out, here are some commercial opportunities for you to grow your business!*



### Custer

1.5 acres just off of Hwy 16 close to golf course. Level lot, utilities close and high traffic area!  
MLS 81403 \$230,000



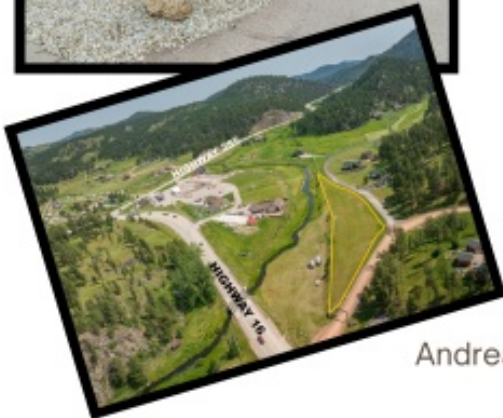
1100 sf on 6th Street-just one block of central business district in Custer! Remodeled. Can be retail or office!  
MLS 82092 \$325,000

### Hill City

Remodeled Log Office/Retail Building in Hill City. 1426 sf  
Super-Duper high traffic area!  
451 E Main St, Hill City  
MLS 82641 \$399,000



1 acre at Three Forks area in Hill City  
Level lot and high traffic area! Ideal for short term rental, office, winery, strip center & more.  
MLS 80978 \$219,000



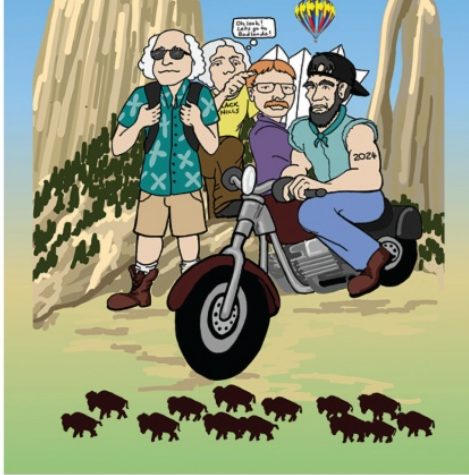
Aspen+Pine Realty  
Andrea Ronning, Owner/Broker  
605-517-1130  
andrea@aspenandpinerealty.com



# What do our visitors want?

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





## 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 and opportunities to create memories for a lifetime. This is your Black Hills Adventure Guide!

Our website receives  
Up to 250k  
visits per month!

35,000  
Printed Copies!  
PLUS on  
myblackhillscountry.com

**Full Page Size**  
7.708" wide x 10.139" tall  
*With bleed (8.875" wide x 11.305" tall)*

**1/2 Page Size**  
7.708" wide x 5" tall

**1/4 Page Size**  
3.75" wide x 5" tall

**1/8 Page Size**  
3.75" wide x 2.5" tall

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](mailto: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	\$1,000
Quarter page ad	\$675
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 2, 2025**

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



**VALENTINE'S DAY**

**S A L E**

**30%<sup>off</sup>**

**Black Hills  
Gold**

**20%<sup>off</sup>**

**Bracelets**

**10%<sup>off</sup>**

**Giftables**

**10%<sup>off</sup>**

**Boutique &  
Man Cave**

**20%<sup>off</sup>**

**Turquoise**

**15%<sup>off</sup>**

**Conceal Carry  
Jackets & Vests**

**10%<sup>off</sup>**

**Rings &  
Earrings**

**25%<sup>off</sup>**

**White Buffalo  
Jewelry**

**507 MT RUSHMORE RD. CUSTER, SD**

**SOUSLEYS HILLBILLY  
BAR-B-QUE**



**Wood fired slow smoked Ozark style ribs, brisket, pulled pork, whole Hog and more.**

**CUSTER, SD (605) 360-2741**



**Payroll Services  
from KT**



**SUBMIT A  
REQUEST  
FOR PAYROLL  
SERVICES**



The Right Addition  
to Your Team!

Our business accounting team will sustain the everyday operational and accounting functions of your organization, allowing you to make strategic business decisions and focus on your customers.



**KETEL  
THORSTENSON**  
CPAs • ADVISORS

Your Goals. Our Experts.

Rapid City • Spearfish • Gillette

**KTLLP.CPA**



## Black Hills Playhouse Valentine's Day Pass Sale Available Now!

*The Perfect Date Night Awaits!*

**For Immediate Release**

**SOUTH DAKOTA** – Looking for a unique and unforgettable gift for your loved one this Valentine's Day? The Black Hills Playhouse has you covered with a limited-time Valentine's Date Night Pass, **available for purchase from February 1–14.**

For just \$72.00 (plus an \$8.00 processing fee), theatre lovers will receive:

- **Two tickets to an upcoming Black Hills Playhouse performance**
- **One large box of their famous popcorn**

That's an \$18.00 savings on an enchanting night of live theatre and shared moments. Whether it's a first date or a cherished tradition, the Black Hills Playhouse provides the perfect backdrop for love and laughter.

Season 79, titled **The Impossible Must Be Possible**, features an engaging lineup of four productions sure to captivate audiences:

- ***Agatha Christie's Murder on the Orient Express***
- ***Legally Blonde: The Musical***
- ***Waitress: The Musical***
- ***The Book of Will***

This special Valentine's Date Night Pass is only available **through February 14**—don't miss out on this chance to create magical memories with your special someone!

Purchase your pass today: <https://www.blackhillspayhouse.com/passes>



## **Black Hills Playhouse Jr. Camps Are Now Open For Registration**

*Register your student for a BHP Jr. Camp next summer!*

### **For Immediate Release**

**SOUTH DAKOTA** — Registration is now open for BHP Jr. Performing Arts Camps until June 1, 2025, for sessions happening next summer. BHP Education will host two summer camps in 2025: one for 5th-8th graders from July 6-12, and another for 8th-12th graders from July 13-19. All campers will have the chance to learn and perform “Disney’s The Little Mermaid Jr.”

BHP Jr. offers an inclusive and creative theatre experience that emphasizes lifelong learning and a deep appreciation for the arts. Campers create lasting connections and friendships while benefiting from passionate instructors. The camp takes place in the beautiful Black Hills Forest at Placerville Camp, where participants enjoy the full sleep-away camp experience.

“From the moment they enter camp, we let kids know that it’s a safe environment and we accept them, no matter what,” said Deb Workman, BHP Director of Education.

Students receive guidance and training from industry professionals. The program for grades 5-8 is tailored to meet each camper at their skill level, enhancing their theatre experience and knowledge. The 8-12 program challenges campers to broaden their skills by delving into the creative process and moving beyond the script.

To discover more about BHP Jr. Performing Arts Camps and to register your student today, visit <https://www.blackhillspayhouse.com/camps> or call 605-255-4141 for additional information.

###

### **FOR MORE INFORMATION:**

Erin Wegleitner or Deb Workman  
[edu@blackhillspayhouse.com](mailto:edu@blackhillspayhouse.com)  
605-255-4910

### **About the Black Hills Playhouse**

The Black Hills Playhouse is committed to creating theatre that welcomes, celebrates, and promotes the human experience in all its diversity. They seek to collaborate with, employ, share the stories of, and engage individuals of all backgrounds and experiences to foster a healthy environment for opportunity and growth through the power of performance art.

# Custer State Park Announces Trail Upgrades and Temporary Closures

Pierre, S.D.– The South Dakota Game, Fish and Parks today announced the start of a significant trail upgrade project aimed at enhancing the visitor experience and preserving the natural beauty of Custer State Park.

To facilitate these improvements, *portions of the Sylvan Lake Shoreline Trail will be temporarily closed, while the entire Sunday Gulch Trail will be closed starting September 9, 2024, and continue into the spring of 2025.*

For more information about the trail upgrades or the Sylvan Lake Master Plan, please visit [custerstatepark.com](http://custerstatepark.com) or contact Lydia Austin at [Lydia.Austin@state.sd.us](mailto:Lydia.Austin@state.sd.us)

## NEWS FROM THE STATE

*South Dakota*



**FEBRUARY 2025**  
**SDVISIT.COM**

## 2025 À LA CARTE COOPERATIVE MARKETING PROGRAM REMINDER

Greetings, Industry Partners!

There are still openings in the 2025 *À La Carte Cooperative Marketing Program*. Several options have registration or asset deadlines in February, so now is the time to act!

Travel South Dakota supports up to 50% of the cost for select options, helping you stretch your dollars further and maximize your marketing investment.

Deadline: Wednesday, February 19

- **Digital Truck Billboard** – **Featured ads on mobile billboards in Omaha.**
  - Cost: \$2,000
- **iHeart Radio Sponsorship** – **30-second, professionally-produced audio spots.**
  - Cost: \$3,500

- Cost: \$3,500
- **Minnesota Star Tribune Behavioral Email – Reach travelers directly in their inbox.**
  - Cost: \$1,400
- **TripAdvisor Native Ads – Target users browsing travel destinations in South Dakota.**
  - Cost: \$5,500

Deadline: Wednesday, February 26

- **TravelSouthDakota.com Retargeting Ads – Target visitors already searching for South Dakota vacations.**
  - Cost: \$4,000

Each option has its own requirements and deadline, so please make sure to check out the À La Carte Cooperative Marketing booklet on *SDVisit.com* and *register online*.

If you're not sure which is the best fit for you or if you have other questions, please contact either *Alexa Dorn* or *Ashley Worth*.

All our best,  
Jim and Team

*SDVISIT.COM*  
*travelsouthdakota.com*  
*toursdakota.com*

*artscouncil.sd.gov*  
*mediasd.com*

## PRESS RELEASE



## Project Update

## Construction Updates:

- Phase 1 construction is complete until summer 2025, when crews will place final surfacing. Currently, there are approximately two miles of gravel and three miles of hard surface between Pactola Dam and the Pennington-Lawrence County Line.
- Phase 2 (south end of Pactola Dam to south end of Sheridan Lake) construction will take place in 2025 and 2026, with final surfacing scheduled for 2027. Phase 2 construction operations currently involve off-road grading, tree clearing, and logging operations. The contractor is using a pilot car and flaggers as needed from 7 a.m. to 6 p.m. M.T. on weekdays and some Saturdays.



[View Construction Updates](#)

## Construction Zone Reminders

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

## Stay Connected

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

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



# U.S. HIGHWAY 385 CONSTRUCTION



Thank you for joining the SDDOT U.S. Highway 385 Text Update List! You will now receive the latest updates on this project via your mobile device. Thank you!

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



## HWY 385 ROUTING INITIATIVE



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

### *Visit Route Reimagined*

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

**To subscribe, simply text "US385" to 605-566-4041.**

**Subscribers can unsubscribe at any time.**

A photograph of a large, two-story brick building. The words "THE HEIDEPRIEM CO." are written in large, black, block letters across the top of the building's facade. The building has several windows with white frames and a central arched doorway. The sky is clear and blue.



# Custer Senior Center

February Activities



February Information

Visit our Website

## WEEKLY INSPIRATION



small positive  
thought  
in the morning  
can change  
your whole day.

## HELP WANTED



### Outlaw Ranch

Food Service Manager - Outlaw Ranch is looking for a full time/year-round Food Service Manager. Located off America Center

Service Manager. Located on America Center Road in Custer - we host year-round meetings, retreats and gatherings. The Outlaw Ranch Food Service Manager runs all aspects of the summer camp and retreat season food service program.

If interested, email [outlaw@losd.org](mailto:outlaw@losd.org) or call 605-673-4040 for full job description. EEO



## APPLYING FOR NATIONAL PARK SERVICE JOBS



### ● STEPS ●

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

- STEP 1: Create an Account on [USAJOBS.GOV](https://www.usajobs.gov)
  - Enter your profile information and create a resume.

### HELPFUL RESUME TIPS

- Make your resume includes your specialized experience as it relates to the

- Consider the Helpful Resume Tips. →
- Note: Visit [USAJOBS' Help Center](#) for more information on Getting Started
- You do not need to create a USAJOBS account to search for jobs, but you do to create an account to apply for jobs.

- **STEP 2: Search Jobs**

- Use the USAJOBS search feature to view jobs filtered by position and location or use the advanced search function search with more filters like pay or grade-level.
- Review job opportunity announcements and save those of interest.
- Carefully review the "Qualification and Evaluation" section to determine whether you could qualify for the position.

- **STEP 3: Apply For Jobs**

- Carefully follow the instructions in the "How to Apply" section for each job announcement.
- Submit any supporting documentation to verify your qualifications.
  - Leaving out a required document may result in you not being found eligible and/or qualified.

- **STEP 4: Manage Your Career**

- Log into your USAJOBS account to obtain application status for positions for which you have applied.
- Contact the agency for the specific follow-up questions or those related to the particular job.
- The agency contact information is listed in the "How to Apply" section of the job announcement.

duties section of the job announcements in [USAJOBS](#).

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

## COMMON SUPPORTING DOCUMENTS

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

## THE NPS HIRING EXPERIENCE

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

**FOR QUESTIONS, PLEASE CONTACT:**  
[NATIONALRECRUITMENTTEAM@NPS.GOV](mailto:NATIONALRECRUITMENTTEAM@NPS.GOV)



# KITCHEN

# KITCHEN CREW NEEDED

Part time  
Dishwashers!

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

Family Meal

Fun Atmosphere

Stop in to meet us!



MOCCASIN SPRINGS  
NATURAL MINERAL SPA  
HOT SPRINGS, SD

**Hiring**  
**Full Time Massage Therapists**

**-Great Wages  
-Employee Membership  
-Flexible Schedule**



**Contact: [soakinhotsprings@gmail.com](mailto:soakinhotsprings@gmail.com)  
605-745-7625**



**Job Description: Delivery Driver**

**Job Description Summary:**

The Delivery Driver successfully executes the delivery of propane gas to patron locations, while providing excellent customer service. The Delivery Driver reports to the Service Manager.

**Essential Functions:**

Delivery of propane gas to customers as routed by dispatch.

Other duties as assigned (tank maintenance, assisting service department, basic vehicle maintenance).

**Requirements:**

Class B license with airbrakes and hazmat (X) endorsement

Education: High school diploma preferred

Willingness to learn company software and procedures

**Physical:**

Body Positions: Sitting, standing, driving, bending, crawling, climbing

Body Movements: Sitting, standing, driving

Strength: Some lifting is required, up to 100 lbs

Working Conditions: Outside environment, driving and delivering in all weather conditions.

Travel: Daily travel to customer homes and business locations, other company facilities, no overnights.

**Hourly Rate:** \$24/ hr and up, DOE. Opportunities for overtime and advancement. Other compensation includes health insurance, 401(k) match, and PTO.

Please email your resume to [stefany@mccgas.biz](mailto:stefany@mccgas.biz) or call the office at 605-347-3811.

**Job Description: Service Technician****Job Description Summary:**

The Service Technician executes the installation, repairing, and operation of company equipment and appliances, while providing excellent customer service. The Service Technician reports to the Service Manager.

**Essential Duties:**



Tank delivery and setting.  
Diagnose and solve customer problems.  
Connect appliances.  
Install furnaces and heaters.

**Requirements:**

Hazmat CDL license.

Class B license with airbrakes.

High school diploma preferred.

At least 2 years of commercial driving experience preferred, but not required.

At least 2 years of maintenance/repair experience preferred, but not required.

Excellent problem-solving skills.

Attention to detail.

Ability to collaborate with others in the organization.

Enthusiasm, communication skills, and a passion for safety.

Body Positions: Sitting, standing, driving, bending, crawling, climbing

Strength: Lifting up to 150 lbs

Working Conditions: Outside environment

Travel: Daily travel to customer homes and business locations, as well as other company facilities. No overnights.

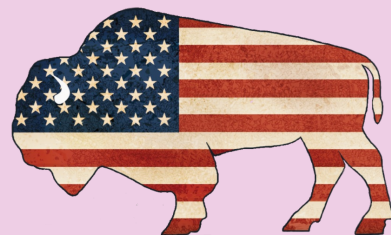
Hourly Rate: \$25-\$35 DOE

Please email your resume to [stefany@mcgas.biz](mailto:stefany@mcgas.biz) or call the office at 605-347-3811.

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

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

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



**CUSTER**  
*Chamber of Commerce*

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

[Send Us An Email](#)

[Visit our Website](#)

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!