

**CUSTER**  
*Chamber of Commerce*



# *Buffalo Bytes*



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

# CLUSTER CONNECTIONS



First it was pet insurance and foosball tables. Then it was Friday kegs in the office and goat yoga. While those benefits seemed like frivolous ways to bring fun to the office, the current benefit trend that everyone is talking about actually improves productivity and employee well-being (at least as reported by the employees).

And it's likely something you never thought about offering. But before we tell you what it is, let's talk about some of the results that employees who have used this benefit experienced.

According to a *survey published by sidehustle.com*:

- 72% saw an improvement in overall well-being.
- 69% experienced better focus.
- 68% felt lower stress levels.
- 62% saw increased productivity.
- 49% reported greater job satisfaction.

And...

Nearly **50% of employees** said they would consider switching jobs if another employer offered this benefit (when their company did not). This new benefit trend could give employers that offer it a leg up on hiring.

So, what is this new benefit?

## The Rise of Unhappy Leave

Okay, so leave is not a *new* benefit. Employees are granted parental leave, sick leave, Family and Medical Leave, and sabbaticals. But this new type of leave—unhappy leave—allows an employee to take time off for mental and emotional well-being. Industries leading this charge include tech, government, and education.

Many managers see it as employee recruitment and retention tools because it can help employees deal with stress. It can also provide a cooling off period where co-workers can “take a break from one another.”

However, there are apprehensions in offering this benefit as well. Surveyed managers cited concerns over:

- misuse or overuse
- workload coverage for employees on leave

- workload coverage for employees on leave
- challenges in distinguishing unhappy leave from regular sick leave
- eligibility—what length of tenure would make employees eligible?

The trend originated in China with grocery store Pang Dong Lai offering employees up to 10 days a year of unhappy leave. Unhappy leave means employees can take time off without needing approval or justification whenever they feel “emotionally unwell.” The policy is intended to promote a healthy work-life balance. The big difference between this type of leave and others is that it cannot be denied by *management*.

Company culture has been a big concern for businesses over the past 15-20 years. Culture has been a big play in recruitment and trying to protect talent from being poached by the competition. Benefits are a big part of this. But companies want benefits that help with attracting and retaining employees, not just ones that look good on paper.

## Popular Employee Benefits

Some of the most popular employee benefits with a proven return on investment include:

- Flexible schedules (offering this benefit shows a 12% reduction in turnover rate).
- Remote work options.
- Professional development opportunities including personalized learning plans and career growth.
- Wellness programs such as on-demand therapy sessions, mindfulness and meditation programs, and designated mental health days (like unhappy leave).
- Eldercare and childcare benefits.
- Lifestyle Spending Accounts (LSAs) allowing employees to allocate wellness funds according to their unique needs and preferences.
- Employee Assistance Programs (EAPs) to support various personal and professional issues.
- Recognition programs.

And now it appears that unhappy leave may have an impressive impact on recruitment and retention as well.

But is implementing “unhappy leave” as easy as writing it up through your HR department? Not exactly. If you create a leave program that does not have to be approved by management, you run the risk of your eligible employees taking it at the same time with little to no notice. Leaving the business in a lurch. But that’s not the only thing to think about before implementation.

Unhappy leave should be a component of your benefits design, not a simple add-on. According to a 2024 *Forbes* article, there are other organizational pieces you should pay attention to. These include recruiting for values, tailoring development to the individual, monitoring management (after all, that’s one of the top reasons people leave), and providing clear communications on employee culture and company vision.

Unhappy leave should not be used as a bandage for a broken employment environment. If you’re thinking about extending your leave program, make sure you also work on the other end, creating a better work environment so your employees will feel less need to use the perk.

*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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Medium: @christinametcalf

Facebook: @tellyourstorygetemtalking

Instagram: @christinametcalfauthor

LinkedIn: @christinagsmith



**Dawn Murray**  
Executive Director

Dawn Murray  
Executive Director  
[dmurray@custersd.com](mailto:dmurray@custersd.com)

Fred Baumann  
Information Associate  
[fbbaumann@custersd.com](mailto:fbbaumann@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)

2025

Board Of Directors



**\*\*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](#)



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 Liaiso



**CRAIG REINDL**

**RONNI CALVIRD**

**KEELY MAHONY**

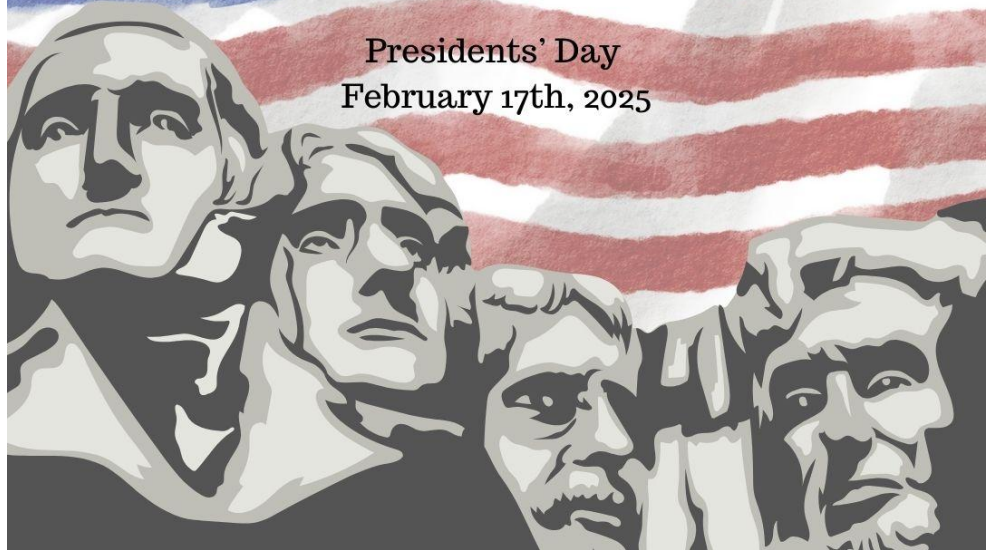
**Congratulations to the 2025-2027  
Custer Area Chamber of Commerce  
Board of Directors members**

**Congratulations to our new Board members and a BIG  
thank you to Aaron Davis of Valhalla Legal, PLLC for  
counting all the ballots.**



# 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**

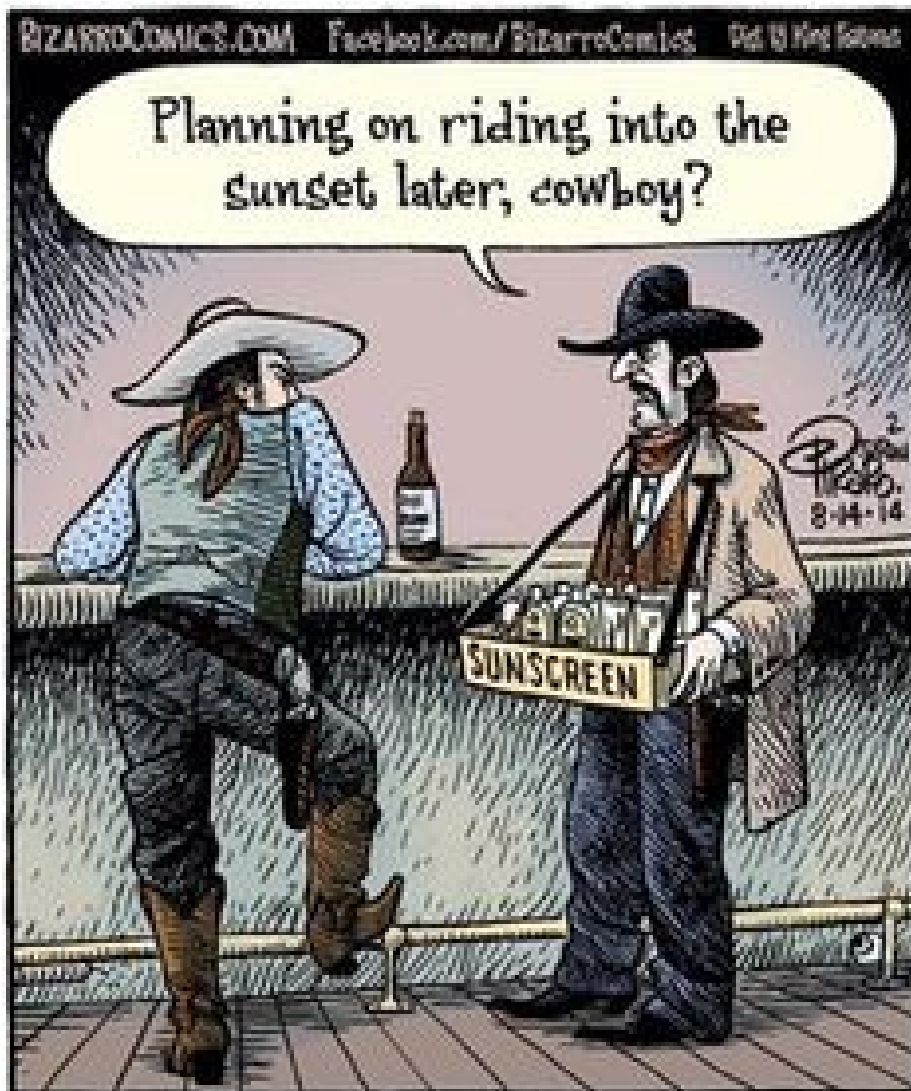
## March 1st

**Custer Trade Show and Craft Fair**

**Custer School District Armory**

**527 Montgomery St**

### 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**



**2025 CHAMBER**



# 2025 CHAMBER EVENTS



- 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

FEBRUARY 11TH, 2025

# VALENTINE'S BINGO



FOOD. DRINKS. & PRIZES

GOLD PAN SALOON  
6:30 PM

**CUSTER**  
Chamber of Commerce





# SPONSOR CUSTER RESTAURANT WEEK

**FEBRUARY 24-MARCH 1**

<b>GOLD</b>	<b>\$300</b>
<b>SILVER</b>	<b>\$200</b>
<b>BRONZE</b>	<b>\$100</b>

**PRIZE SPONSORS ALSO  
NEEDED**



Email Dawn at [dmurray@custersd.com](mailto:dmurray@custersd.com)



# WELCOME NEW MEMBERS!

555 Pro Books  
A & B Business Solutions  
CJR Painting  
Dave's Rock Shop

St John the Baptist Catholic Church  
Black Hills Glass Restoration

Sleep Better South Dakota LLC  
Our Quilty Things  
Gideons International- Southern Hills Camp  
Pain & Movement Solutions  
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

This week we are spotlighting *Prairie Hills Transit*. Here are some words from the wonderful staff. "Prairie Hills Transit has provided public transportation for residents of Custer for over 20 years. Veteran living in Custer County can receive free transportation through a Highly Rural grant offered by Prairie Hills Transit. We offer transportation to Rapid City twice monthly for scheduled appointments. Thank you to the City of Custer, Custer County, and Custer residents for your continued support. We appreciate Susan King, Alan Krienke, Doug Vognild and Kristi Ward for providing safe and courteous service."

This week we are spotlighting Prairie Hills Transit



2024 Custer Chamber

## Prairie Hills Transit

The logo for Prairie Hills Transit features the words "Prairie Hills" in a blue, serif font above a stylized red mountain range. Below the mountains, the word "TRANSIT" is written in a large, bold, blue, sans-serif font.

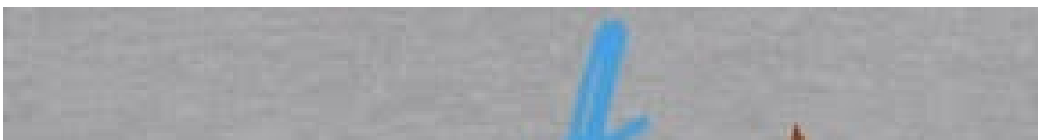
**Prairie Hills**  
**TRANSIT**



Address: 1215 Montgomery St, Custer  
Phone: 605-642-6668

More Details: <https://custersd.com/members/prairie-hills-transit>

## AREA EVENTS





### **Open House hours:**

Saturday, Feb. 1st, 1:00pm - 4:00pm

Monday, Feb. 3rd, 1:00pm - 4:00pm

Tuesday, Feb. 4th, 3:00pm - 6:00pm

Wednesday, Feb. 5th, 3:00pm - 6:00pm

The Cruisin' Canvas is opening an ART Studio where you can paint & create your own art on canvas!! Please plan to stop by during the open house to say hello to Artertainer Tami & pick up a class schedule.

Sign-up now for classes starting Friday, Feb. 7th... Tami's Friday afternoon ART Club for Kids (ages 10 +up) is sure to fill up fast.

The Cruisin' Canvas Studio, 122 N. 6th St., Custer, welcomes you to be an active part of this colorful, creative community!!

Have BREAK

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

**Custer State Park**



## Visitor Center Hours: 9:00am - 4:00pm Daily

Closed Thanksgiving, Christmas Eve, Christmas Day, and Easter.

**Free Snowshoe Rentals November - March**  
Adult and youth sizes. Can be checked out up to 7 days.



## Festival of Trees & 'Caching Through the Snow' Dec 1-31

Local businesses, organizations, and clubs decorate trees and put them on display in the Visitor Center. Additionally, the Visitor Center has GPS units and instructions on how to have your own adventure of geocaching. Participants use GPS units to find "caches" outside. Within each cache is part of a Christmas ornament. Find all of them to construct your own ornament at the Visitor Center to take home.



## First Day Hikes



Jan 1

Parks across the USA all join together in starting the new year off on the right foot. Multiple hikes are offered every January 1st within Custer State Park. Whether you prefer a challenging hike or a gentle stroll, we have a hike for you.

## Valentine's Weekend



Feb 14-15

Valentine's Weekend: Enjoy a State Game Lodge dinner and "Nature's Mating Game". This program is a cheeky adults only program all about how South Dakota's wildlife choose mates and reproduce. Join in on a Wildlife Loop Caravan or a Lover's Leap Snowshoe Hike. Contact the State Game Lodge to purchase tickets (605) 255-4388.

## Bluebird Box Workshop

Mar 22-23

Build a bluebird box for free to take home. Learn about the species of bluebirds that live in Custer State Park, and possibly see an early arriving one too. One bluebird house per family/group.



Don't miss out on any  
programs by visiting  
us online

Website



Facebook



Instagram



605.394.2693 — [custerstatepark@state.sd.us](mailto:custerstatepark@state.sd.us)



# Learn to Quilt Class

With Jody Tomac of  
Our Quilty Things

Thursday, January 30, 5:15 - 8:15 pm

Saturday, February 1, Noon - 3 pm

Thursday, February 6, 5:15 - 8:15 pm

Saturday, February 8, Noon - 3 pm  
(Please attend all 4 classes.)

Six seats available

Registration & instructor Fee - \$99 + tax  
(Additional supplies will be needed.)

Classroom at the Quilted Buffalo  
757 MT Rushmore Rd, Custer, SD

Please call or email with questions, to request a supplies list, and to register.

Our Quilty Things  
307.746.8550  
[OurQuiltyThings@gmail.com](mailto:OurQuiltyThings@gmail.com)



**SD DEMS**



## 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)



**Knights of  
Columbus**



# **Free Throw Championship**

**February 2nd 1:00 pm**

**(Gym opens @12:00)**

**Custer High School Gymnasium**

**Boys and Girls Ages 9-14**

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 County Republicans

The Custer County Republicans will meet on Tuesday, February 4, at 5:30 pm in the Pine Room of the Library Annex. Our speaker this month will be Faith Lewis of Lewis Realty, and she will be giving us some state of the real estate market and ideas of what

reality, and she will be giving us some stats of the real estate market and ideas of what may come. Our meetings are open to anyone interested, and all Republicans are encouraged to attend. Please RSVP to [CCRepubs@goldenwest.net](mailto:CCRepubs@goldenwest.net) to get a headcount for food.

Check us out on Facebook at CusterCountySDRepublicans

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



**COMMUNITY**

# COMMUNITY MEETING

YOU ARE INVITED TO A PUBLIC MEETING ON THE  
**MASTER PLAN**  
FOR THE CUSTER COMMUNITY CAMPUS

THURSDAY  
**FEBRUARY  
6TH**

**AT 6PM**  
AT THE PINE ROOM, CUSTER  
COUNTY LIBRARY ANNEX

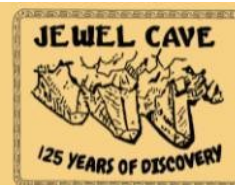
PLEASE JOIN US FOR A  
PRESENTATION OF THE  
MASTER PLAN FOR THE  
COMMUNITY CENTER CAMPUS!  
**EVERYONE WELCOME!**



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This program made possible with funds from our non-profit partner



Supporting WONDER & EXPLORATION for Over 70 Years!

# CONCERT IN THE CAVE



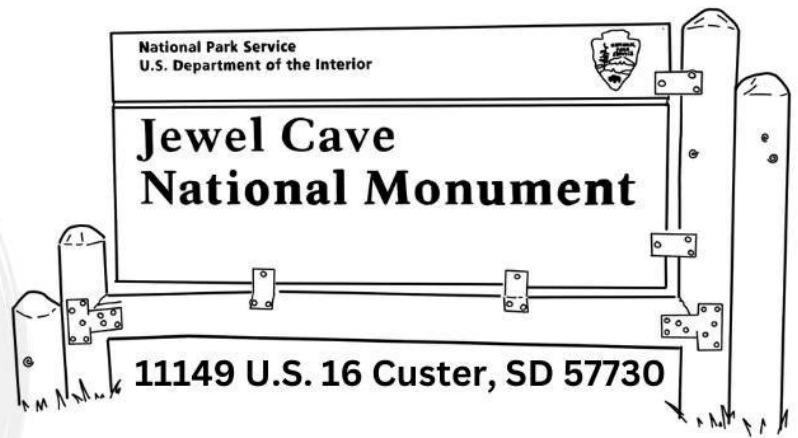
*with*

## Artist in Residence Kory Reeder

*Friday, February 7th, 2025 (Our 117th Birthday!)*

40-minute Standing-room only concerts starting at  
11:45 and 3:45

*Call 605-673-8300 to  
reserve your tickets  
today. Limited  
reservations and day-of  
tickets available.*



Unfortunately, due to the Senior Center's fridge malfunctioning yesterday, we won't be able to hold our cinnamon roll sales this Friday, February 7th. We're working hard to resolve the issue and hope to have everything sorted out by next week, but sadly, the sale is canceled for this week. We know this is disappointing for our regular cinnamon roll customers, and we promise we're doing everything we can to get back on track. Wishing you all a great week, and we look forward to seeing you next week! Thank you all for understanding!

**Custer Senior Center Fundraiser**

**Cinnamon Roll Sale**

# 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 Sweetheart

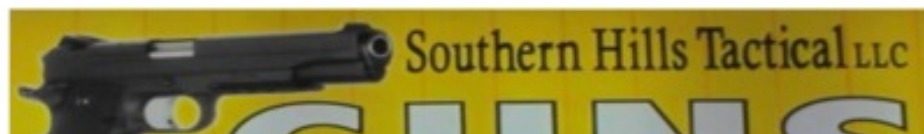
## BINGO

**Saturday  
February 8**

**2:00-5:00**



**VFW Auxiliary Benefit**  
**VFW Post 3442 Custer, SD**  
**ANYONE CAN PLAY - ALL AGES WELCOME**





## **South Dakota Enhanced Conceal Carry Class**

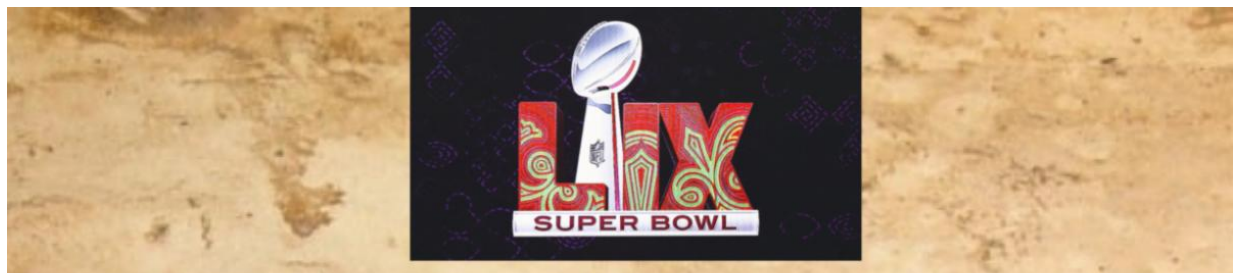
**This is a One day Class**

**Saturday Feb. 8th 2025 9:00am to 4:30pm**

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

Class size is limited so register early.

For additional information or to register for the class you can e-mail the instructor at [echo.ft.sd@gmail.com](mailto:echo.ft.sd@gmail.com), call the shop at 605-673-3222 or e mail us [southernhillstactical@gwtc.net](mailto:southernhillstactical@gwtc.net)



# **Super Bowl Sunday FUN at Custer's Kenneth Kuper VFW Post 3442**

**Join us Super Bowl Sunday, Feb 9, 2025, for a day  
filled with food, fun and many chances to raise money  
for the VFW Scholarship Fund!**

**Doors open at Noon and "kickoff" with a Potluck!**  
(sign up sheet at bar)

**Super Bowl Boards: \$50, \$5, \$2 and \$1 boards available**  
(as of 2/3)

**Silent Auction**  
(currently accepting auction items!)

**1/4 Beef Raffle**

**DOOR PRIZES!**





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*  
or  
*smyers@custercountysd.com*

**Classes start at 2PM**

538 Mt. Rushmore Rd  
Custer, SD 57730  
(605)673-2708

# 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:



**PublicLibrary**  
ASSOCIATION



**connected**  
LEARNING CENTER™

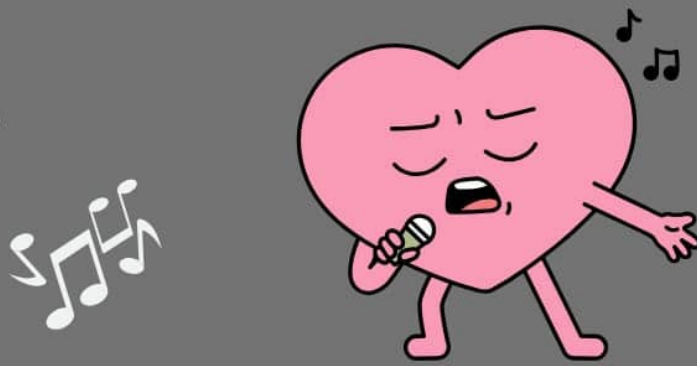


BLACK HILLS AREA  
**COMMUNITY**  
FOUNDATION



# VALENTINE'S 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 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



# 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!**

**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

SCAN TO REGISTER & LEARN MORE



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



## Custer Senior Center's

# SOUP & PIE FUNDRAISING EVENT



# 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>



## 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

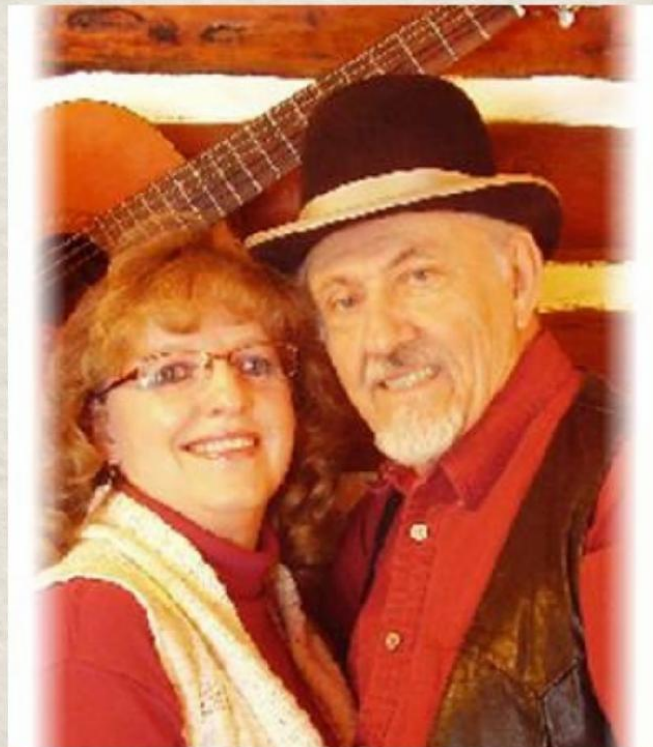
Class size is limited so register early.

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

**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!**



**EASTER  
EGG HUNT**

# EGG HUNT

AGE DIVISIONS:

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

Happy

SATURDAY, APRIL 19TH

Easter


10:00 AM - SHARP!

HERMOSA BASEBALL FIELDS

FREE ADMISSION - BRING YOUR BASKET!



Black Hills  
Electric Cooperative, Inc.

A Touchstone Energy® Cooperative 

**JUNE 14, 2025**

The  
**Big**





# **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

*Relax*



*Enjoy*



Wednesday-Sunday

7:30am-7:30pm

Guest Favorites

Crustless Quiche

Steak Bowl

The Melt Burger

14oz Ribeye



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**[GreenOwlMedia.com](http://GreenOwlMedia.com)**

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Digital Marketing / Commercial Photography**

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JEWELRY**

Custer, SD

**30% OFF** *Etsy*

*Valentine's*

**DAY SALE**

1/14 - 2/14

SHOP ONLINE AT

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

**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



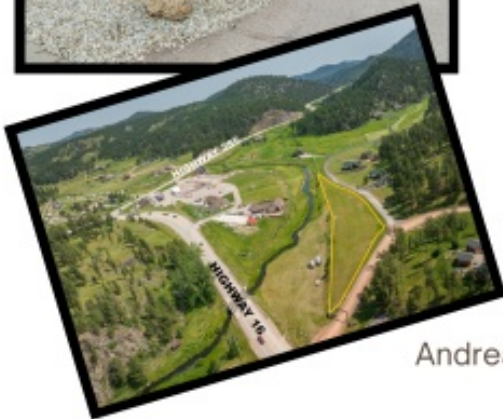
1100 sf on 6th Street-just one block of central business district in Custer! Remodeled. Can be retail or office!  
MLS 82092 \$325,000

### 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



**VALENTINE'S DAY**

**S A L E**

**30% off**  
Black Hills  
Gold

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Bracelets

**10% off**  
Giftables

**10% off**  
Boutique &  
Man Cave

**20% off**  
Turquoise

**15% off**  
Conceal Carry  
Jackets & Vests

**10% off**  
Rings &  
Earrings

**25% off**  
White Buffalo  
Jewelry

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



It's Stock Show Time!

**40%  
off**

# ON Clothing

*We have all your western wear!*



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HILL CITY SD  
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## 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**



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REQUEST  
FOR PAYROLL  
SERVICES**



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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.



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THORSTENSON**  
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Rapid City • Spearfish • Gillette

**KTLLP.CPA**

THE BLACK HILLS  
PLAYHOUSE



**Black Hills Playhouse Announces Seasonal Employment and Auditions  
Now Open for the 2025 Season**

*Audition to join the Season 79 Company at the Black Hills Playhouse!*



## For Immediate Release

**SOUTH DAKOTA** — The Black Hills Playhouse, a cornerstone of arts and culture in the Black Hills, is thrilled to announce that applications for seasonal employment and auditions for the 2025 season are now open. This is your opportunity to be part of one of the longest-running summer stock theatres in the country, nestled in the breathtaking beauty of Custer State Park.

Each year, the Black Hills Playhouse brings together a vibrant community of theatre professionals, students, and enthusiasts to produce an exceptional season of live performances. Positions are available across a variety of disciplines, including:

- **Performance:** Actors, singers, and dancers are encouraged to audition and showcase their talents on the iconic Black Hills Playhouse stage.
- **Technical Theatre and Design:** Opportunities in scenic, lighting, costume, and sound design, as well as backstage and technical crew roles.
- **Administration and Support:** Front-of-house, marketing, box office, and more.

### Audition Details

Auditions are open to performers of all backgrounds and experience levels. You can choose to audition in person at one of our regional audition locations or submit a video audition online. The Black Hills Playhouse values diversity and inclusion and invites everyone with a passion for the performing arts to apply.

### In-Person Audition + Tech Interview Locations and Dates:

- **Audition cities include:** Rapid City, SD, Des Moines, IA, Vermillion, SD, Macomb, IL, Cape Girardeau, MO, and Memphis, TN.
- **Dates by Location:** January–February 2025 varied by location. Please [visit our website](#) for exact dates.

### Online Auditions

Can't make it in person? Submit your video audition online! Detailed instructions for online submissions are available at [www.blackhillspayhouse.com/seasonal-employment](http://www.blackhillspayhouse.com/seasonal-employment).

### Why Join the Black Hills Playhouse?

As a member of the Black Hills Playhouse team, you'll work alongside talented professionals in a collaborative

THE BLACK HILLS  
PLAYHOUSE



# 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



**FOR IMMEDIATE RELEASE:** Wed., Jan. 22, 2025

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

**2024 Shows Growth for South Dakota’s Tourism Industry**

PIERRE, S.D. – The tourism industry in South Dakota continues to thrive, with 2024 marking another year of record growth and economic contributions statewide.

According to the annual study conducted by Tourism Economics, South Dakota welcomed **14.9 million** visitors, an increase of **1.4% over 2023**. Those visitors spent **\$5.09 billion**, an increase of **2.8% over 2023**. **James Hagen**, the Secretary of the Department of Tourism, announced the state’s success at the 2025 South Dakota Governor’s Conference on Tourism.

“We are thrilled with the industry’s steady growth, and these accomplishments reflect our ongoing efforts to market South Dakota across the globe,” said **Hagen**. “We will continue our strategic efforts to promote South Dakota as a premier vacation destination.”

The tourism industry remains essential to South Dakota’s economy, providing an indispensable source of job creation and household income to thousands. **58,824 jobs** in South Dakota were supported by the tourism industry, generating **\$2.24 billion** of income for those families.

In 2024, tourism generated **\$398.7 million** in state and local tax revenue. Tourism reduced the tax burden on South Dakota households by **\$1,105**.

“These numbers display the vital role that tourism plays in South Dakota and our local economies,” said **Hagen**. “We are proud of the positive impact this industry has on our communities. Tourism in South Dakota creates jobs, generates state and local revenue, and enhances the quality of life for all South Dakota residents – greatly contributing to the strongest economy in America.”

As one of South Dakota’s leading industries, tourism fuels local business, and generates state and local tax revenue while showcasing the state’s rich heritage, breathtaking landscapes, and vast outdoor offerings.

Travel South Dakota indicates that a strong fall season, an excellent pheasant hunting season, and a rebound in international visitation, including visitors from Canada, contributed to 2024’s success.

To view the full 2024 Tourism Economics report, *visit SDVisit.com*.

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

-30-

**MEDIA NOTES:**

**KEY STATS**

- Visitor spending reached **\$5.09 billion**, an increase of **2.8% over 2023**
- **14.9 million** – number of visitors that came to South Dakota, an increase of **1.4% from 2023**
- **5.2 million** – the number of hotel room nights booked in **2024**
- **8.7 million** visitors to South Dakota’s state parks and **3.8 million** visitors explored national parks in 2024

- All data reflects 2024 calendar year (January – November) numbers over 2023 unless otherwise noted.
- Sources: Tourism Economics, Longwoods International, Smith Travel Research, South Dakota Game, Fish and Parks
  - Photos from this week's tourism conference can be found [here](#). Credit: Travel South Dakota

# PRESS RELEASE



## Project Update

Friday, Jan.24, 2025

### 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 S.D. Highway 44 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. MT on weekdays and some Saturdays.



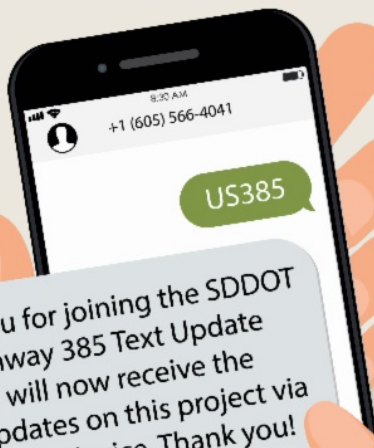
## Construction Zone Reminders

- 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.



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!

# U.S. HIGHWAY 385 CONSTRUCTION

PENNINGTON-LAWRENCE COUNTY LINE TO SHERIDAN LAKE

**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.

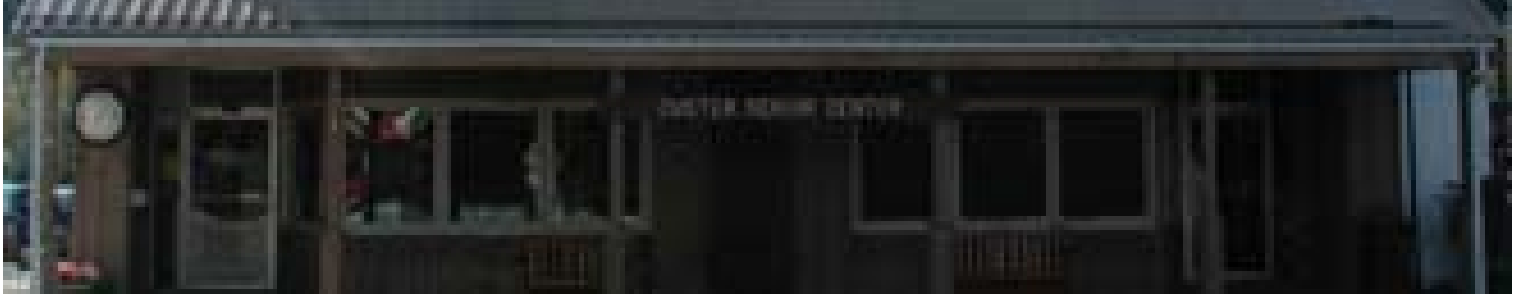
### *Visit Route Reimagined*

**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.**





# Custer Senior Center

February Activities



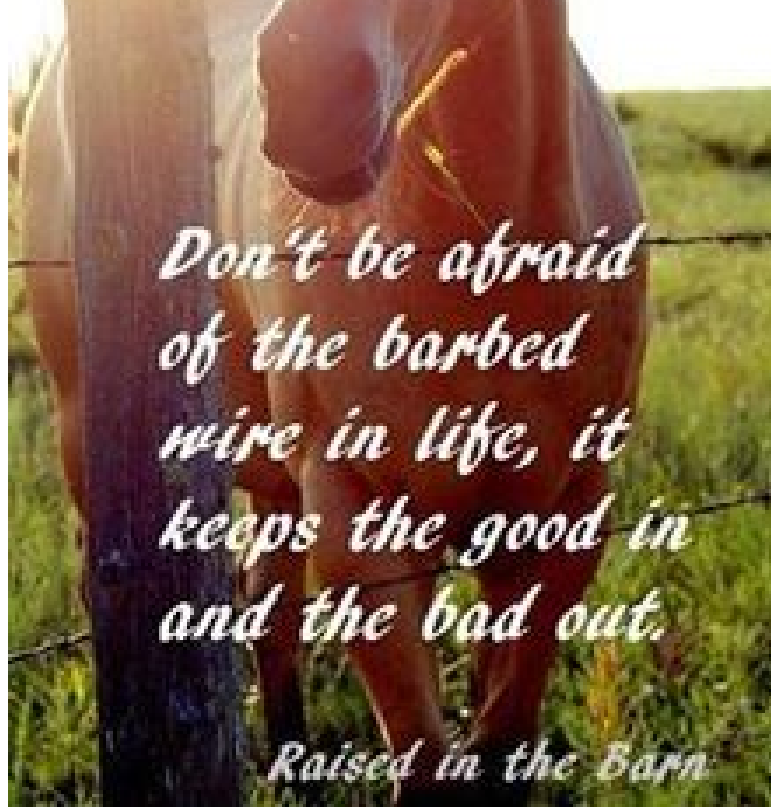
To educate every student  
to his or her potential

February Information

Visit our Website

## WEEKLY INSPIRATION





## HELP WANTED



### Outlaw Ranch

Food Service Manager - Outlaw Ranch is looking for a full time/year-round Food Service Manager. Located off 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.
    - Consider the Helpful Resume Tips. →

### HELPFUL RESUME TIPS

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

- *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.

[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)



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Skogen Kitchen is hiring!  
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**-Great Wages**  
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**-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@mccgas.biz](mailto:stefany@mccgas.biz) or call the office at 605-347-3811.

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

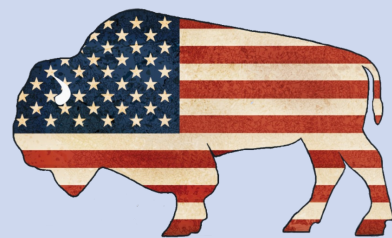
**Our Address:**

615 Washington Street  
Custer, SD 57730

**Phone Numbers:**

605-673-2244  
800-992-9818

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



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