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To be included in Buffalo Bytes, please email your items to bytes@ustersd.com. Submissions must be received by Wednesday at 5:00 PM to be included in that week's issue.

Thank you!

CUSTOMER CONNECTIONS



It's a simple question. Slightly uncomfortable. Surprisingly revealing.

If you stepped away from your business for two weeks starting tomorrow, no email, no Slack, no "just checking in," what would fall apart?

Most business owners don't love this thought experiment. Not because they're doing anything wrong, but because many small businesses are built on proximity. You are the system. You are the memory. You are the fixer of last resort.

That works. Until it doesn't.

We're not suggesting this asking this question only when you're about to plan a sabbatical or if you're fantasizing about a beach with no Wi-Fi. This should be a quarterly question you ask yourself to test the resilience of your business.

What Usually Breaks First

When owners walk through this question honestly, a few pressure points show up again and again.

Decision bottlenecks are common. If every approval, answer, or green light runs through you, progress slows the moment you step away. Not because your team isn't capable, but because the rules live in your head.

You've painted yourself into a corner, which at first feels good because the business needs you. But then the very thing that felt good starts wearing on you and you can't get a moment's peace even when you need one.

Customer communication is another. Clients know to "just call you" because you've always been responsive and why start at the bottom of the ladder if you can head straight to the top? That's a compliment. It's also a vulnerability.

Then there's **institutional knowledge**. Passwords. Vendor contacts. Renewal dates. The little things that keep operations moving quietly in the background. When they aren't documented, they're fragile.

None of this means your business is poorly run. It means it's human.

The Myth of “I’ll Get to it Later”

Many owners tell themselves they’ll systemize “when things slow down.” The problem is that things rarely slow down on their own. Growth adds complexity. Success adds volume. Even good seasons create strain.

Waiting for the perfect time to document processes or delegate authority often means never doing it at all. And the cost shows up in subtle ways: missed opportunities, delayed responses, and burnout disguised as dedication.

Don’t remove yourself from the business. Just remove yourself as the single point of failure.

Start Smaller Than You Think

You don’t need a 50-page operations manual to make meaningful progress. In fact, starting that big is usually why people never start at all.

Instead, focus on a two-week lens.

Ask yourself three questions:

- What decisions would stall without me?
- What questions would my team or customers ask first?
- What information only exists in my inbox or my head?

Then document just those things. If this seems overwhelming, dictate them to AI and instruct it to create an operations manual around that topic or create a shared document with clear “if this, then that” guidance. Include a short list of who handles what when you’re unavailable and a basic contact list for vendors and partners.

Go for clarity.

Delegation as Leadership, not Abdication

One of the fears that holds people back from doing this is loss of control. They worry if they hand over the reins that it will be done incorrectly.

Maybe. Sometimes.

But leadership isn’t preventing mistakes at all costs. It’s building capacity so the business doesn’t depend on one person’s constant presence.

Delegation done well includes context, not just tasks. It explains the why, not just the what. When people understand how decisions should be made, they don’t need to wait for permission.

That’s how trust compounds.

Another fear is the fear of being replaced. “If I give up my knowledge, they won’t need me.” You may also be afraid that if “I share my knowledge employees will leave me.”

The latter can happen anyway and if you give them opportunity for growth, they’ll be less likely to do so.

Why This Planning Matters Beyond Vacations

Even if you never plan to take two weeks away, this exercise still matters.

Life happens. Illness. Family needs. Unexpected opportunities. A business that can’t be flexible creates stress when flexibility is needed most.

On the flip side, a business that can run without constant oversight is more valuable, more attractive to partners

and high-performing employees, and more resilient in changing conditions.

That's not just good for you. It's good for your employees, your customers, and your community.

Where Your Chamber Fits In

This is where chambers quietly shine.

You don't have to solve this alone. Chambers of commerce connect you to peers who've already tackled these challenges. They host workshops on operations, leadership, and succession planning. They introduce you to service providers who help businesses document processes, strengthen teams, and plan for growth. They may also offer AI training that can show you easy, efficient ways to put together the manual that will make all of this possible.

Just as importantly, chambers give you space to think strategically instead of reactively. Roundtables. Mentorship. Conversations that pull you out of the weeds and back into the role of leader.

If this article made you pause, that's a signal. Start the conversation. Ask your chamber what resources are available. Check out its calendar to see what low-cost (or even free) resources are available. Reach out to another member and compare notes.

You built a business to feed yourself and your family, but you're past that stage now. You're helping to feed others too. It's time you ensure they can feed themselves as well.

*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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Instagram: @christinametcalfauthor

LinkedIn: @christinametcalf5



Dawn Murray
Executive Director

MINIMUM WAGE REMINDER

Effective Jan. 1, 2026:

- the minimum wage for non-tipped employees in South Dakota is \$11.85/hour.
- the minimum wage for tipped employees in South Dakota is \$5.925/hour.

South Dakota minimum wage requirements apply to all employees; however, no minimum wage requirements apply to independent contractors.

2026 EVENTS CALENDAR

A full list of 2026 events by the Chamber and

other organizations.

[Click to download calendar](#)

MARK YOUR CALENDAR

January 28th

GDD Planning Meeting
Custer Beacon
5:05PM

January 29th

Chamber Mixer
hosted by Gold Pan Saloon
5:00PM-7:00PM

February 3rd

4th of July Planning Meeting
Legion Post 46 Room
10:30am

February 5th

Open House
hosted by Monument Health
5:00PM-7:00PM

February 13th

Ribbon Cutting for Xtreme Sports Simulators
4:30PM

February 19th

Ribbon Cutting for Premier Eye Care
4:30PM

February 19th

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

IMPORTANT ANNOUNCEMENTS

Key Stats – 2025 Tourism Economic Impact in South Dakota

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

Source: Tourism Economics

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

**Our website, myblackhillscountry.com, saw more than
585,000 hits in October 2025
600,000 hits in November 2025
464,000 hits in December 2025
and 10,000 Facebook followers to boot!**

- The Custer County Chronicle, Hill City Prevailer and Western Trader are viable community newspapers with a dedicated readership in paper, on our website and via digital edition
- Down Country Roads, our Hills-wide magazine, has been published since 2012 and reaches a huge audience in paper (2500 copies) and online
- The annual Custer Area Chamber of Commerce magazine is Custer's magazine - and as a chamber member you need to be in it!
- Our summer tourism magazine, Black Hills Adventure Guide, sees more than 30,000 printed copies and is online - and is a huge hit with visitors!

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

Contact Kate today!

605-440-1248

chroniclewriter2@gmail.com



To make participation simple and flexible, Dakota Greens is offering two options this year:

Full-Service Basket – \$175

Includes watering services, fertilizer, and plant replacement as needed throughout the season. A no-maintenance way to keep your business looking vibrant all summer long..- (\$100 watering service May-End Sept., and \$75 for Basket)

Basket Only – \$75

Just want the basket? This option lets you purchase the patriotic planter without maintenance services included.

Whether you choose the convenience of full service or prefer to care for your basket yourself, your participation helps us fill Custer with patriotic color and community pride.

If you'd like to participate or need more information, please contact the Chamber Office. Let's work together to make this summer one to remember as we honor 250 years of America's story.

[Get Signed Up](#)



SPONSOR CUSTER RESTAURANT WEEK FEBRUARY 23-MARCH 1

GOLD
SILVER
BRONZE
MENU

\$300
\$200
\$100
\$ 50

PRIZE SPONSORS ALSO NEEDED

Email Dawn at dmurray@ustersd.com



Congratulations to the 2026-2028 Custer Area Chamber of Commerce Board of Directors members



AMY BAILEY
COREY VIRTUE
MIRANDA BOGGS



Chamber Mixer



Hosted By:



January 29th from 5 p.m. to 7 p.m.

Held At The Gold Pan Saloon

508 Mt Rushmore Rd, Custer, SD 57730

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

2026

Ribbon Cutting



XTREME SPORTS SIMULATORS

WHEN: FRIDAY, FEBRUARY 13TH

WHERE: 750 W. MT. RUSHMORE RD

CUSTER, SD

TIME: 4:30 PM

CUSTER
Chamber of Commerce

2026

Ribbon Cutting



Premier
—FAMILY EYECARE—

PREMIER FAMILY EYECARE

WHEN: THURSDAY, FEBRUARY 19TH

**WHERE: 23 N 1ST ST
CUSTER, SD**

TIME: 4:30 PM

CUSTER
Chamber of Commerce

Chamber Mixer



Hosted By:



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

Held At Premier Eye Care

23 N 1st St, Custer, SD 57730

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



2026 MIXER DATES

JANUARY 29-GOLD PAN

FEBRUARY 19-PREMIER EYE CARE

MARCH 19- CUSTER'S RENDEZVOUS

MAY 21- LEWIS REALTY

SEPTEMBER 10-CAMP BOB MARSHALL

NOVEMBER 19- BRADEEN REAL ESTATE

DECEMBER 17- STARR INSURANCE

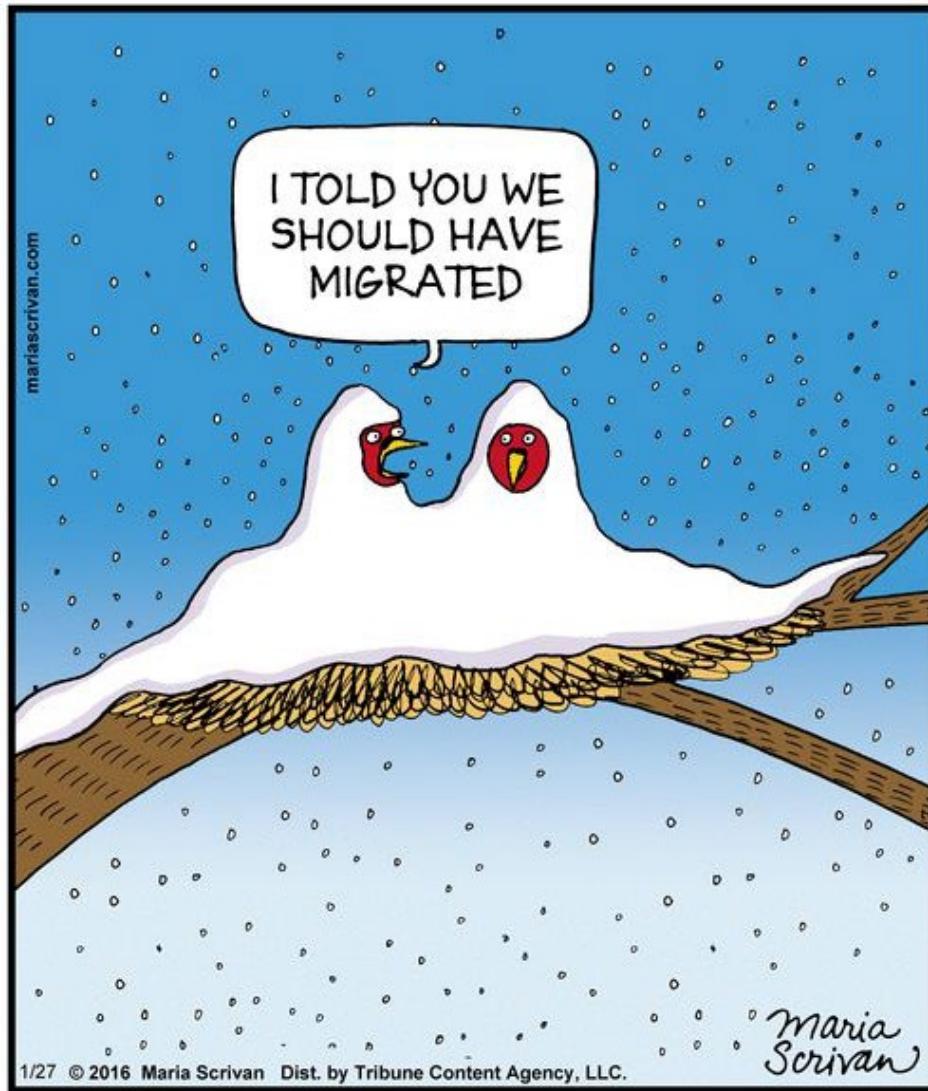


Follow Us on Facebook & Instagram



Chamber Board Meetings

WEEKLY HUMOR



Thank you
for renewing your
Chamber Membership

Thank you so much for renewing your membership with the Custer Chamber! We truly appreciate your continued support and partnership.

1. 1880 Train	139. Highmark Credit Union
2. 1881 Courthouse Museum	140. Hills Inn
3. 21 Electric	141. HJEM am
4. A & B Business Solutions	142. Holiday Inn Express
5. A Walk in the Woods	143. Homeslice Media Group
6. Abundant Life Fellowship of Custer SD	144. Homestead Carpet Care
7. Aflac -Carol Perrigo	145. Honest Paint Co
8. Al Cornella Refrigeration	146. Horatio's Homemade Ice Cream
9. All Net Connections	147. Hounds, Pugs, and Hugs
10. ALPHA Builders, LLC	148. J & M Lawn Care
11. American Family Insurance- Ronni Calvird Agency	149. Jacqueline Hartwick
12. American Legion Post #46	150. JAM Heating and Cooling LLC
13. Aspen Federal Credit Union	151. Jewel Cave National Monument
14. Aspen+Pine Realty	152. John & Diana Carson
15. Bakers Bakery	153. Jon G Gindhart, D.C., PLLC.
16. Bavarian Inn	154. Jorgensen Log Homes Inc
17. Bear Country USA	155. JQ Clothing Co
18. Beaver Lake Campground	156. K & S Stagecoach Stop
19. Beecher Rock Vehicle Storage	157. K2 Masonry & Concrete Inc
20. Begging Burro Mexican Bistro and Tequila Bar	158. Ketel Thorstenson
21. Best Western	159. Kieffer Sanitation
22. Big Pine Campground	160. Kitchens by Karla
23. Black Granite Construction	161. Lampert Properties
24. Black Hills Badlands	162. Lasting Impressions Unlimited
25. Black Hills Balloons	163. Laurie Arthur
26. Black Hills Bronco Adventures	164. Lenny Merriam CPA, CFE, PLLC
27. Black Hills Burger & Pizza Co	165. LFC Veterinary Service
28. Black Hills Chemical & Janitorial	166. Living Outreach Church
29. Black Hills Electric Cooperative, Inc	167. LJ's Recovery and Transport, LLC
30. Black Hills Enclave	168. Local Black Hills
31. Black Hills Energy	169. Lynn's Dakotamart
32. Black Hills Federal Credit Union	170. Marci & John O'Connell
33. Black Hills Parks & Forests Association	171. Maria's Mexican Restaurant
34. Black Hills Pizza Hut	172. McCoy PC dba Custer Lawyer PLLC
35. Black Hills Playhouse	173. McGas Propane
36. Black Hills Power Bikes Rentals and Boutique	174. Mickelson Trail Affiliates, LLC
37. Black Hills Preservation Project	175. Miner's Cup, LLC
38. Blind Guy Custom Window Coverings	176. Moccasin Springs
39. Bradeen Real Estate and Auctions	177. Monument Health- Custer Hospital/Clinic
40. Branch Construction Services, LLC	178. Mountainview Baptist Church
41. Buffalo Ridge Camp Resorts	179. Mt Rushmore Brewing Co/ Pounding Fathers
42. Buglin' Bull	180. Murray Auto Repair LLC
43. Busy Ewe Farm & Fiber	181. My XO Adventures
44. Calamity Jane Kitchen	182. Naomi Haraldson
45. Calamity Peak Lodge	183. NARFE
46. Camp Bob Marshal	184. Nelson's Oil & Gas
47. Carr Electric, Co, LLC	185. New Trails Ministry, Inc
48. Carson Drug	186. Nielsen Enterprises, LLC
49. Certified Folder Display Service, Inc	187. NXTLAW PC
50. Chalet Motel	188. Operation Black Hills Cabins
51. Chamberlain McColleys Funeral Home	189. Our Place
52. Chapel in the Hills	190. Our Quilty Things
53. Charley and Norma Najacht	191. Our Redeemer Lutheran Church
54. Chief Motel	192. Outlaw Ranch
55. Christy Chamberlain & Bob Reich	193. Pain & Movement Solutions
56. City of Custer	194. Patti & Jim Lee
57. Claw Antler and Hide	195. PDQ Construction
58. Coca-Cola Bottling Company	196. Petals & Pages

59. Colleen Hennesy and Jim Frank	197. Pizza Mill
60. Comfort Inn & Suites	198. Pleasant Valley Farm and Cabins LLC
61. Common Cents	199. Plenty Star Ranch Retreat
62. Community Education of the BH	200. Prairie Hills Transit
63. Crazy Horse Memorial	201. Premier Family Eyecare
64. Crossroads Church	202. Purple Pie Place
65. Custer Ace Hardware	203. Pye-Barker Fire & Safety
66. Custer Ambulance Service	204. Rabbit Bicycle Rental & Repair
67. Custer Area Arts Council	205. Reed's Chimney Sweeping, Handyman & caretaking
68. Custer Cares	206. Regency CSP Resorts
69. Custer Chiropractic, PC	207. Reptile Gardens
70. Custer City Masonic Lodge #66	208. Rise Custer
71. Custer County Airport	209. Road Runner Inc
72. Custer County Candy Company	210. Rock Solid
73. Custer County Chronicle	211. Rocket Motel
74. Custer County Conservation District	212. Rod and Avis Converse
75. Custer County Democratic Party	213. Ronald McDonald Charities
76. Custer County Library Foundation	214. RP Lumber Co Inc
77. Custer County Republicans	215. Rush Mountain Adventure Park
78. Custer Dental Studio	216. Rushmore Photo & Gift, Inc
79. Custer Golf Corp/ Rocky Knolls Golf Course	217. Rushmore Vacation Rentals
80. Custer Heating & Air Conditioning	218. Sage Creek Grille
81. Custer Lions Club	219. Sentinel Federal Credit Union
82. Custer Lutheran Fellowship	220. Servall Uniforms & Linens
83. Custer Mile High Garden Club	221. Sew What
84. Custer Mt. Rushmore KOA	222. Shady Rest Motel
85. Custer Piecemaker Quilt Guild	223. Shepherd of the Hills
86. Custer Rotary	224. Simon Contractors of SD, Inc
87. Custer Senior Center	225. Skogen Kitchen
88. Custer State Farm- Steve Engelbrecht Agent	226. Sleep Better South Dakota, LLC
89. Custer State Park	227. Sousleys HillBilly Barbeque Catering
90. Custer Subway	228. South Dakota Outdoor Shop
91. Custer's Gulch RV Park & Campground	229. South Dakota Parks & Wildlife Foundation
92. Custer's Rendezvous	230. Southern Hills Animal Clinic
93. Dacotah Bank	231. Southern Hills Family Medicine, PLLC
94. Dakota Greens - Custer Greenhouses & Nursery, Inc.	232. Southern Hills Law, PLLC
95. Dakota Photographic	233. Southern Hills Tactical
96. Dave's Rock Shop	234. Southern Hills Title Co.
97. Days Inn	235. Splish Splash Car, RV and Dog Wash
98. Deep Creek Art Gallery	236. Spokane Creek Cabins & Camp
99. DGR Engineering	237. Sprockets Fun Foundry
100. Diane Dennis	238. St John the Baptist Catholic Church
101. Don & Arlayne Barmore	239. Star Ridge Advetisments
102. Double Diamond Ranch	240. Starr Insurance
103. Eagle's Landing Lodge	241. Stars and Stripes by Steph
104. Early Learner Custer	242. Steele Collision & Glass
105. Econolodge	243. Steve and Yolanda Davis
106. Edward Jones- Mark Koch	244. Stockade Lake Cabin
107. Edward Jones-Jared Slagel	245. Studt Construction, Inc
108. Edward Jones-Kris Zerbe	246. Sturgis Mustang Rally
109. Elk Haven Vacation Cabins	247. Sunset RV Park
110. enCore Energy Corp	248. Sunshine Storage
111. EO Bungalows	249. Super 8
112. Evergreen Media	250. Sweet Clover and Sage Salon
113. Faith Lewis Real Estate Inc	251. Sylvan Rocks Climbing School and Guide Service
114. Feel Good Café	252. Tallgrass Landscape Architecture
115. First Choice Lock and Key	253. Tanglewood Estate
116. First Interstate Bank	254. Tennyson Investments
117. Floors and More Cleaning and Restoration	255. The Cruisin' Canvas
118. Four Mile Old West Town & Campground	256. The Custer Beacon

119. Fred & Wendy Hlava
120. Freedom Hills Wealth Management
121. Freeman's Electric Service, Inc.
122. French Creek Campground & RV Park
123. French Creek Supply- NAPA Auto Parts
124. French Creek Tree Fellers, LLC
125. Frenchy's Hideaways
126. George Mickelson Trail
127. Gideons International Southern Hills Camp
128. Glen Erin Campground
129. Gold Camp Cabins, LLC
130. Gold Pan Saloon/ Calamity Jane
131. Gold Valley Camp
132. Golden West Telecommunications
133. Good Karma Jewelry
134. Green Owl Media
135. Grizzly Gulch Adventure Golf
136. Growing Roots, Inc
137. H&R Block
138. Harney Peak Chapter, NSDAR

257. The Custer Wolf Food & Drink
258. The Mammoth Site
259. Thomas Home Improvement
260. Travel Custer
261. United States Forest Service Supervisor's Office
262. United Way of the Black Hills
263. Valhalla Legal, PLLC
264. Vector Design Print and Tech
265. VFW Post #3442
266. Vineyard Black Hills
267. Western Skies Real Estate
268. Western Tire Chain LLC
269. Windsong Valley Gardens
270. Workplace Disability Network of the Black Hills
271. World Fossil Finders Museum
272. Xanterra
273. YMCA
274. Zonta Club of the Southern Black Hills



PDQ Specialty Products

Xtreme Sports Simulators
The Christians Team-Broker Heath Shields
The Hills Finest-Bridal by Michelle
Don't Panic, LLC
Rising Hope Counseling, LLC
Custer Laundry
Lintz Brothers Pizza
Around the Map Travel
Winmore, LLC
Bridle Ridge Horse and RV Camp LLC
Bottoms Up Taphouse
Grant Administration & Consulting LLC
Aflac- Matti (Kelley) Schryvers
Quilted Buffalo
Performance Outdoor Services
Western Dakota Tech Foundation
Encompass Payroll
South Dakota Department of Labor &
Regulation
On The Water
Elk Mountain Retreats and Tours
Rushmore Custom T's
Drover's Ridge
Black Hills Open-Top-Tours
Village of Boyd
Boyds Antiques and Unique's, Inc
Custer Sheds- by Old Hickory

Nomad Vancamp & RV Park

MEMBERSHIP SPOTLIGHT

Membership Spotlight

Want your business in this spot and on facebook?



Email

ASSISTANT@CUSTERSD.COM
for more information

❖❖ Membership Spotlight Time! ❖❖

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

Would you like to see your business in the spotlight?

Send a short write-up and a few photos to assistant@custersd.com — we can't wait to feature YOU!



AREA EVENTS



THE BLUEPRINT

Custer County Democratic Party



2026 Kickoff = Legislative Advocacy Night

Thursday, January 22nd : 5:30PM Socialize 6:00PM Event Begins

Custer County Library – Pine room - 447 Crook St, Custer, SD 57730



Please join us for an engaging evening of conversation and community-building. We will start our social time with refreshments and hors d'oeuvres. During the main event, we will hear directly from local leaders about key issues. Then stick around for a dynamic discussion on how to confidently engage our representatives and advocate for what matters.



Come for the connection. Leave empowered.

Custer County Democrats of SD
PO Box 5065 - Custer, SD 57730
ccsddp21info@gmail.com
<https://www.facebook.com/custercountydemocrats>

January is the month to recommit - to justice, equality, and the promise that tomorrow can be better than today.

The Custer County Democrats invite everyone who values and supports our vision to promote Democracy, Economic Justice, Universal Human Rights, Environmentalism, and a Culture of Peace to join our growing community.



EveryDay Strong

a new initiative from

United Way of the Black Hills



What you will learn:

- Anxiety and depression are growing among kids and teenagers, but simple actions today can change the lives of our youth.

- A NEW FRAMEWORK FOR EMOTIONAL HEALTH.**

There's one main thing that youth need to thrive: the presence of just ONE caring adult in their life. EveryDay Strong will show how you can be that caring adult.

Wednesday, January 28th @ 6pm

**Custer Lutheran Fellowship
US-16 E Alt, Custer, SD 57730**

Presented by:

LOST & FOUND



United Way of the Black Hills
EveryDay Strong

JOIN US FOR AN OPEN HOUSE

AT CUSTER HOSPITAL AND CLINIC

Thursday, February 5 | 5 - 7 p.m.

Custer Hospital Lobby, 1220 Montgomery St.

Come meet our primary care providers and dedicated teams who care for our community.
This is a great opportunity to connect with our Orthopedics and Sports Medicine team, and our Therapy Department, including physical, occupational and speech therapists.

PRIMARY CARE



LISA
BROWN, M.D.



JOY
FALKENBURG, M.D.



LOUISE
HALBLEIB, D.O.



JARON
MINER, D.O.



AVERY
SIDES, M.D.



JEFFREY
STEPHENS, M.D.



CONNOR
WEISSER, D.O.

ORTHOPEDICS & SPORTS MEDICINE



JOSEPH
HUMPHERYS, M.D.



RYLAN JOHNSON,
DPM, FACFAS



DANIEL
LOCHMANN, M.D.



ABBIE
METZLER, D.O.



STEPHEN
TAKASAKI, D.O.



DAVID
WOODWARD, M.D.



OLGA
SCHUTH, M.D.

Stop by, say hello, enjoy hors d'oeuvres and learn more about the services available close to home.



164835_0126

Valentine Sweetheart

BINGO

**Saturday
February 7th**

2:00-5:00



**VFW Auxiliary Benefit
VFW Post 3442 Custer, SD**

ANYONE CAN PLAY - ALL AGES WELCOME



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

**Join us Super Bowl Sunday, Feb 8, 2026, for a day
filled with food, fun and many chances to raise
funds 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 NOW!**

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

1/4 Beef Raffle



CUSTER VFW POST 3442

1/4 BEEF DRAWING

SUNDAY, FEBRUARY 8, 2026

Need not be present to win!

Beef donated by Mitch Paulsen of Paulsen Ranch

**\$5.00 EACH
-or- 5 for \$20.00**

*Drawing to be held during
Half Time of the Super Bowl.*

CUSTER VFW POST 3442
1/4 BEEF DRAWING
Sunday, February 8, 2026

No 0001

NAME _____

ADDRESS _____

CITY/STATE _____

PHONE _____

EMAIL _____

CUSTER VFW POST 3442
1/4 BEEF DRAWING
Sunday, February 8, 2026

Need not be present to win!

Beef donated by
Mitch Paulsen of Paulsen Ranch

No 0001

\$5.00 EACH
-or- 5 for \$20.00

*Drawing to be held
during half time of
the Super Bowl.*

SAMPLE

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

Annual Mixer Meeting & Awards

FOR THE LOVE OF *Economic Development*

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

THURSDAY
FEBRUARY

12

5-8 PM
CUSTER BEACON

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



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



You're Invited: CAEDC Annual Meeting

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

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

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

Date: Thursday, February 12

Time: 5:00–8:00 PM

Location: Custer Beacon

We look forward to seeing you there!

[JOIN US HERE](#)



Celebrate Galentine's Day with BHPFA and SheJumps!

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

All are welcome to attend!

SCAN TO PURCHASE TICKETS!



Feb. 13, 2026
6:00 pm - 8:00 pm MT
Custer Beacon, Custer, SD

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

Timeline:

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

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



Black Hills Parks & Forests Association | www.blackhillsparks.org | 605-745-7020

CHAMBER MEMBER EXCLUSIVE



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

MEMBERS: CHECK YOUR INBOX FOR YOUR EXCLUSIVE REGISTRATION LINK!

with featured speakers



Frank Kenny

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



Norma Davey

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

Ready to work smarter, not harder?

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

Live + on-demand
Beginner-friendly
No tech overwhelm

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



WESTERN SOUTH DAKOTA GARDENING

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

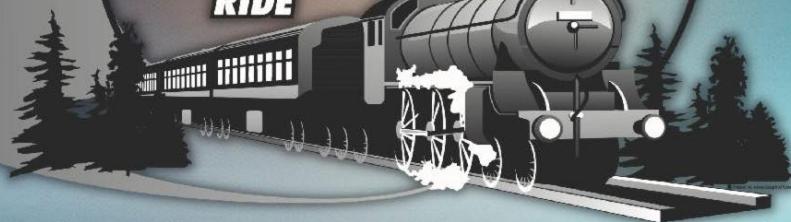
Hill City Public Library
341 Main Street
Hill City, SD



**SOUTH DAKOTA STATE
UNIVERSITY EXTENSION**

JUNE 13, 2026

The
Big Mick
CENTURY &
HALF CENTURY
RIDE



Bike it like you mean it!
George S. Mickelson Trail

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

Register Now!
MickelsonTrailAffiliates.com

We Ride at Dawn!
Event starts in Deadwood, ends in Edgemont
Registration Includes: Meals • Snacks
Day Pass • Rider Support • T-Shirt • Trail Swag

ANNOUNCEMENTS



Buffalo passes are back!

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

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

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

[Buffalo Passes](#)

THEATRE 605
BLACK HILLS PLAYHOUSE

SEASON 80 • 2026

250 YEARS AND COUNTING

THEATRE605.ORG | 605.255.4141

THEATRE 605
BLACK HILLS PLAYHOUSE

SEASON 80 • 2026

250 YEARS AND COUNTING

THE COMPLETE HISTORY OF AMERICA (ABRIDGED)
COMEDIC WHIRLWIND TOUR OF AMERICAN HISTORY
BY ADAM LONG, REED MARTIN, AUSTIN TICHENOR
JUNE 7 - 21

1776
FICTIONAL MUSICAL ACCOUNT OF THE SIGNING OF THE DECLARATION OF INDEPENDENCE
BOOK BY PETER STONE
MUSIC AND LYRICS BY SHARON DAWKINS
JUNE 28 - JULY 12

COME FROM AWAY
HIT MUSICAL BASED ON A REMARKABLE TRUE STORY
BOOK, MUSIC AND LYRICS BY RENE DRYDEN AND DAVID HORN
JULY 19 - AUG 2
WELCOME TO GANDER

WHAT THE CONSTITUTION MEANS TO ME
FOUR GENERATIONS OF WOMEN AND THE CONSTITUTION
BY HEIDI SCHICK
AUG 9 - 15

CITY OF SIOUX CITY COLLEGE
UNIVERSITY OF SOUTH DAKOTA COLLEGE OF FINE ARTS

Tickets and Passes

Great things are happening at



We are working hard Early Learner Custer!

Here are some of our most recent updates!

Update Table of Contents:

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

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

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

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





HOMESCHOOL NATURE ADVENTURES

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

LIMITED SPOTS!!

JAN-MAY 2026

Last Thursday of the month 9 am- Noon

COST PER CLASS \$10, BHPFA members get 15% off

REGISTRATION REQUIRED

LOCATION Circle Z Ranch Outdoor Learning Area, Custer, SD

Inclement weather location: The Trailhouse, Custer, SD

www.bhpfa.org

MONTHLY TOPICS

JANUARY 29 Nature Observation Skills	FEBRUARY 26 Black Hills Mammals
MARCH 26 Outdoor Survival Skills	APRIL 29 Spring Changes
MAY 28 Voices of Nature	

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

BLACK HILLS PARKS & FORESTS ASSOCIATION

the TRAILHOUSE
a creative gathering space
www.trailhousearts.com

www.bhpfa.org | 605-745-7020 | Supporting Wonder & Exploration since 1946

GOOD KARMA JEWELRY
Chester, SD.

35% OFF *Etsy*

Valentine's DAY SALE

JANUARY 14 - FEBRUARY 14

Shop online & save on beautiful handcrafted jewelry!



VISIT US AT

WWW.ETSY.COM/SHOP/GOODKARMAJEWELRYSD



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

Edward Jones > edwardjones.com | Member SIPC

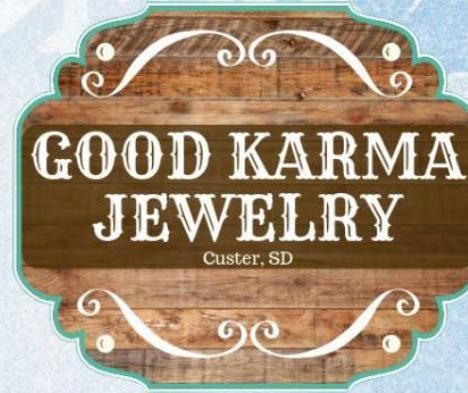
Compare our CD rates
Bank-issued, FDIC-insured

3-Month 3.70% <small>APY*</small>	6-Month 3.65% <small>APY*</small>	1-Year 3.70% <small>APY*</small>
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Call or visit your local financial advisor today.

	Kris Zerbe, AAMS[®] Financial Advisor P O Box 528 Custer, SD 57730 605-673-4092		Jared N Slagle Financial Advisor P O Box 528 Custer, SD 57730 605-673-4092
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*Annual Percentage Yield (APY) effective 01/21/26. CDs offered by Edward Jones are bank-issued and FDIC-insured up to \$250,000 (principal and interest accrued but not yet paid) per depositor, per insured depository institution, for each account ownership category. Please visit www.fdic.gov or contact your financial advisor for additional information. Subject to availability and price change. CD values are subject to interest rate risk such that when interest rates rise, the prices of CDs can decrease. If CDs are sold prior to maturity, the investor can lose principal value. FDIC insurance does not cover losses in market value. Early withdrawal may not be permitted. Yields quoted are net of all commissions. CDs require the distribution of interest and do not allow interest to compound. CDs offered through Edward Jones are issued by banks and thrifts nationwide. All CDs sold by Edward Jones are registered with the Depository Trust Corp. (DTC). FDI-18670-A-E-FLAECS PAD 1/26/26



New Seasonal Hours

MONDAY : 11AM - 4PM

TUES - THURS : CLOSED

FRIDAY & SATURDAY : 11AM - 4PM

SUNDAY : 12PM - 4PM

507 MT RUSHMORE RD CUSTER, SD



Stay Informed & Engaged!

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



It's Your Industry - Help Us Protect it!

Anticipated and known legislation:

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

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

605-660-1078 carmen@tourismcoalitionsd.com tourismcoalitionsd.com



CUSTER COUNTY CWPP

Community Wildfire Protection Plan

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

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

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

Survey Topics:

- county wildfire risks
- landowner mitigation
- evacuation planning



Scan for Survey



What is included in a CWPP?

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

For more information about the project contact
sesser@custercountysd.com

 Bintel Inc

Take Survey

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HELP LOCAL PROJECTS THAT MATTER TO YOU
& YOUR BUSINESS!

CHAMBER MEMBERS:
PLEASE CONSIDER A BUSINESS DONATION

HIGHLIGHT YOUR BUSINESS & SUPPORT CUSTER'S FUTURE!

DONATE AT THE CITY OFFICE OR SPEAK TO A COMMITTEE MEMBER

CURRENT PROJECT:

REBUILD & REVIVE WEST DAM AND PARKS



FUTURE PROJECTS MAY INCLUDE: CITY PARKS & CUSTER COMMUNITY CENTER

MAKE A TAX DEDUCTABLE DONATION - SCAN QR CODE OR VISIT:
[HTTP://BIT.LY/CUSTERWESTDAM](http://bit.ly/custerwestdam)

LEARN MORE ABOUT THE PROJECT:
[WWW.CUSTERCDF.COM](http://www.custercdf.com)

NEWS FROM THE STATE



FOR IMMEDIATE RELEASE: Thurs., Jan. 1, 2026

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

Travel South Dakota's Rose Parade Float Wins Americana Award

Pasadena, Calif. – Travel South Dakota's *Carved in Stone; A Legacy of Teamwork* float in the 2026 Rose Parade® presented by Honda, has been awarded the "Americana Award." The award recognizes the "most outstanding depiction of national treasures and traditions," honoring the artistry and collaboration behind South Dakota's most spectacular float yet at the 137th Rose Parade.

"As we kick off a new year and our nation's 250th birthday, our goal is to share the bold spirit that defines South Dakota with millions of viewers around the world," said James Hagen, Secretary of the South Dakota Department of Tourism. "This award is a testament to the incredible teamwork behind the float and to the iconic landmarks and cultural treasures that make South Dakota an unforgettable destination."

Travel South Dakota's award-winning float showcased Mount Rushmore National Memorial alongside the signature experiences that draw nearly 15 million visitors to the state each year. Parade viewers saw South Dakota's famous faces rise above a vibrant landscape of adventure — from thundering bison to the cultural reverence of the Dignity: Of Earth & Sky sculpture. The state's natural beauty and heritage were brought to life through more than 40,000 floral elements, including corn, wheat, sunflowers, light blue iris petals, and palm bark that formed a bison's coat.

South Dakota's presence in Southern California extended beyond parade day. During Decorator's Week in Pasadena, Travel South Dakota hosted immersive experiences featuring locally inspired treats, interactive moments, and social media-friendly activations that allowed visitors to interact directly with the state's culture and creativity.

"It feels incredibly meaningful to engage with people who have yet to discover that South Dakota is their favorite road-trip getaway," said Hagen. "We hope that this time next year, Californians and those who may be viewing the Rose Parade are reminiscing about their own experiences in South Dakota."

The 2026 parade marked Travel South Dakota's second appearance in the Rose Parade, following its first entry in 2016, and served as a national kickoff to America's 250th anniversary celebration.

Travel South Dakota's *Carved in Stone; A Legacy of Teamwork* float was designed and built by Artistic Entertainment Services.

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: See [this link](#) for photos of the 2026 Travel South Dakota Rose Parade float. See [this link](#) for a photo of the rendering of the float.

About the Pasadena Tournament of Roses® and Rose Parade® presented by Honda:

The Pasadena Tournament of Roses® is a volunteer organization that hosts America's New Year Celebration® with the Rose Parade® presented by Honda, the Rose Bowl Game® presented by Prudential and a variety of accompanying events. The Association's 935 Members supply more than 80,000 volunteer hours, which will drive the success of the 137th Rose Parade, themed "The Magic in Teamwork," on Thursday, January 1, 2026, followed by the College Football Quarterfinal at the Rose Bowl Game presented by Prudential.

Visit TournamentOfRoses.com, follow us on Instagram, TikTok, YouTube and X, and like us on Facebook.



PRESS RELEASE



FOR IMMEDIATE RELEASE: 1.15.2026

Contact: Deb Workman, Artistic Director of Education
605 670-2505, deb@theatre605.org

CHANGES AT THEATRE 605, SOUTH DAKOTA'S LEADING PROFESSIONAL THEATRE

Artistic Director of Education, Deb Workman, Retiring after 25 years.

Deb Workman, the Artistic Director of Education, is retiring after an impressive tenure of over 25 years. She leaves behind a legacy of dedication, innovation, and a deep passion for the arts.

Starting her professional career as a Black Hills Playhouse company member in 1992 and going on to be co-founder of CTCSD/Dakota Players (now Theatre 605 Tours), Deb has played a pivotal role in engaging countless South Dakota youth through the Tour program, establishing Jr. Camps for 5th-12th graders, and pioneering inclusive theatre initiatives like Expanding Stage. Her impact extends beyond the stage, fostering a love for the arts in individuals of all abilities and backgrounds. Linda Anderson, Executive Director of Theatre 605, expressed her gratitude, stating, “Without Deb Workman, Theatre 605 would not have thrived. Her innovative arts education programs have benefited thousands of people and their families across South Dakota. She will be missed, and we hope to continue collaborating on future projects.”

Reflecting on her journey, Deb shared, “It has been a dream come true to advance the arts in our state. Our efforts to enhance the quality of life and provide creative education have been profoundly meaningful. I am forever grateful for the clients, campers, cast members, board members, and colleagues I have had the pleasure of working with throughout the years.” As Deb embarks on her next adventure, Theatre 605 celebrates her contributions and wishes her continued success in all future endeavors. The organization looks forward to building on her legacy and expanding the reach of its programs across the state.

New Artistic Director Announcement: Jen Luke

Theatre 605 is proud to welcome Jen Luke, a theatre professional whose relationship with the organization spans more than a decade and reflects a deep commitment to community-centered, inclusive theatre practice. Jen’s professional journey with Theatre 605 began in 2010, when she toured with Dakota Players (now Theatre 605 Tours), and has continued through a wide range of artistic and administrative roles that have strengthened access to theatre across South Dakota. Over the years, she has worked in the Theatre 605 offices, spent three summers with the Black Hills Playhouse, and served as Company Manager, overseeing box office operations and front-of-house staff to ensure welcoming and accessible audience experiences.

“This company made me fall in love with South Dakota on a deep level and made returning to my home a priority,” Jen said. “Returning to Theatre 605 in this new role feels like coming home. This organization shaped me as an artist and administrator, and I am deeply honored to help carry forward its legacy of professional theatre that serves communities across our state.”

Jen brings a background rooted in theatre as a tool for connection, education, and social engagement. She graduated from the University of Minnesota in 2006 with a dual major in Theatre Arts and Global Studies, where she researched street theatre as a catalyst for social change in India. Through collaborations with the World Wildlife Fund and Rajasthani artists, she helped combine theatre and conservation efforts, creating employment opportunities for local artists while raising awareness of environmental and wildlife issues.

Her work continued in the Twin Cities with Central Touring Theatre in St. Paul, Minnesota, where she collaborated on productions addressing race, cultural understanding, and identity. This included a partnership with the American Anthropological Association that centered youth voices through the exhibition *Race: Why Are We So Different*, now a permanent installation at the Science Museum of Minnesota. Jen later completed two years of service with AmeriCorps, supporting theatre and arts organizations, and worked as a teaching artist with the Washington State Endowment for the Arts, bringing arts education to young people in diverse communities.

In 2012, Luke earned a Master of Fine Arts in Theatre Arts from the University of Hawai‘i at Mānoa, where she focused on puppetry and theatre for young audiences while expanding arts access in rural and remote regions. She also brings extensive experience teaching theatre at the university level, supporting emerging artists through inclusive, student-centered pedagogy.

Alongside her artistic work, Luke offers significant leadership and administrative experience. She has served as Producing Artistic Director at Haymarket Theatre in Lincoln, Nebraska, and at Court Theatre in Chicago, an Equity theatre within the University of Chicago, where she contributed to its Tony Award-winning journey. She also served as the theatre manager of a restored historic 882-seat theatre in Pontiac, Michigan, overseeing both nonprofit and commercial programming and revitalizing youth initiatives designed to bridge socioeconomic and cultural divides through shared artistic experiences.

Theatre 605 is the new corporate umbrella for: Black Hills Playhouse (80-year-old professional theater in Custer State Park), Tours (statewide programs which take theatre arts to youth K-12), Jr. Camps (performing arts camps at USD for youth in grades 5th - 12th), and Expanding Stage programs (provides opportunities for people with disabilities to shine on stage).



Black Hills Parks & Forests Association

Supporting wonder and exploration through stewardship of **your** public lands.

FOR IMMEDIATE RELEASE

Contact: Patty Ressler

Email: pressler@blackhillsplarks.org

Government Shutdown Leaves Public-Lands Partner with More Than \$105,000 in Lost Revenue

HOT SPRINGS, SD – Black Hills Parks and Forests Association, a nonprofit that supports National Park Service and U.S. Forest Service sites in South Dakota and Nebraska, reports more than \$105,000 in lost revenue following the 43-day federal government shutdown. The financial hit affects the organization's ability to fund educational programs that thousands of visitors rely on each year, including Junior Ranger activities at several national parks and forests.

BHPFA operates 16 stores inside federal land agency facilities across the region, including Wind Cave National Park, Jewel Cave National Monument, Scotts Bluff National Monument, Agate Fossil Beds National Monument, and ranger district offices for the Black Hills and Nebraska National Forests. These locations provide most of the nonprofit's operating income.

"Our partner retail operations make up 89 percent of our operating revenue," said BHPFA Executive Director Patty Ressler. "October is usually a strong sales month for us. Losing this revenue will impact how we support our federal partners, especially the education programs families count on."

Because the shutdown closed federal facilities to visitors, BHPFA's stores were unable to operate during one of the most active visitor periods of the fall season. The organization says the shortfall threatens funding for interpretive materials, youth education, and community outreach programs that help connect people with public lands.

To stabilize its budget, the nonprofit is launching a year-end fundraising effort supported by a \$50,000 matching gift. The appeal aims to prevent interruptions to partner support and to maintain staffing levels for the organization's nine full-time employees.

"A gift at this time will assure our federal partners there will be no gaps in funding their education programs," Ressler said. "It also helps us keep our staff employed so we can continue serving the parks and forests our communities care about."

BHPFA has also opened a holiday market at its new headquarters at 833 Mt. Rushmore Road in Custer, offering seasonal hours through Dec. 24.

About Black Hills Parks & Forests Association:

Black Hills Parks & Forests Association (BHPFA) is a nonprofit partner of the U.S. Forest Service and National Park Service. The organization supports wonder and exploration through stewardship of public lands. In 2025, BHPFA has provided over \$100,000 to its agency partners for educational programming, interpretive materials, and public outreach across South Dakota and Nebraska.

Proud non-profit partner of Wind Cave National Park, Jewel Cave National Monument, Scotts Bluff National Monument, Agate Fossil Beds National Monument, Black Hills National Forest, Nebraska National Forests & Grasslands, & the National Grasslands Visitor Center

26611 US HIGHWAY 385 | HOT SPRINGS, SD 57747 | 605.745.7020

BlackHillsParks.org

At 11 a.m. MT today, Monday, Oct. 6, 2025, a road construction project is scheduled to begin on U.S. Highway 16A near Custer. The reconstruction project to replace a box culvert structure and multiple pipe culverts is located 14 miles east of Custer or nine miles west of the S.D. Highway 79 intersection.

Highway 16A will be closed from the intersections of Highway 16A/Iron Mountain Road to Custer State Park's Wildlife Loop. **This closure will be in place until April 2026.** Additional work will include replacing multiple pipe culverts, building gabion walls, and mill and overlay asphalt from Custer State Park's east entrance to the west entrance for 13 miles. Custer State Park's Wildlife Loop and Iron Mountain Road will remain open throughout the project.

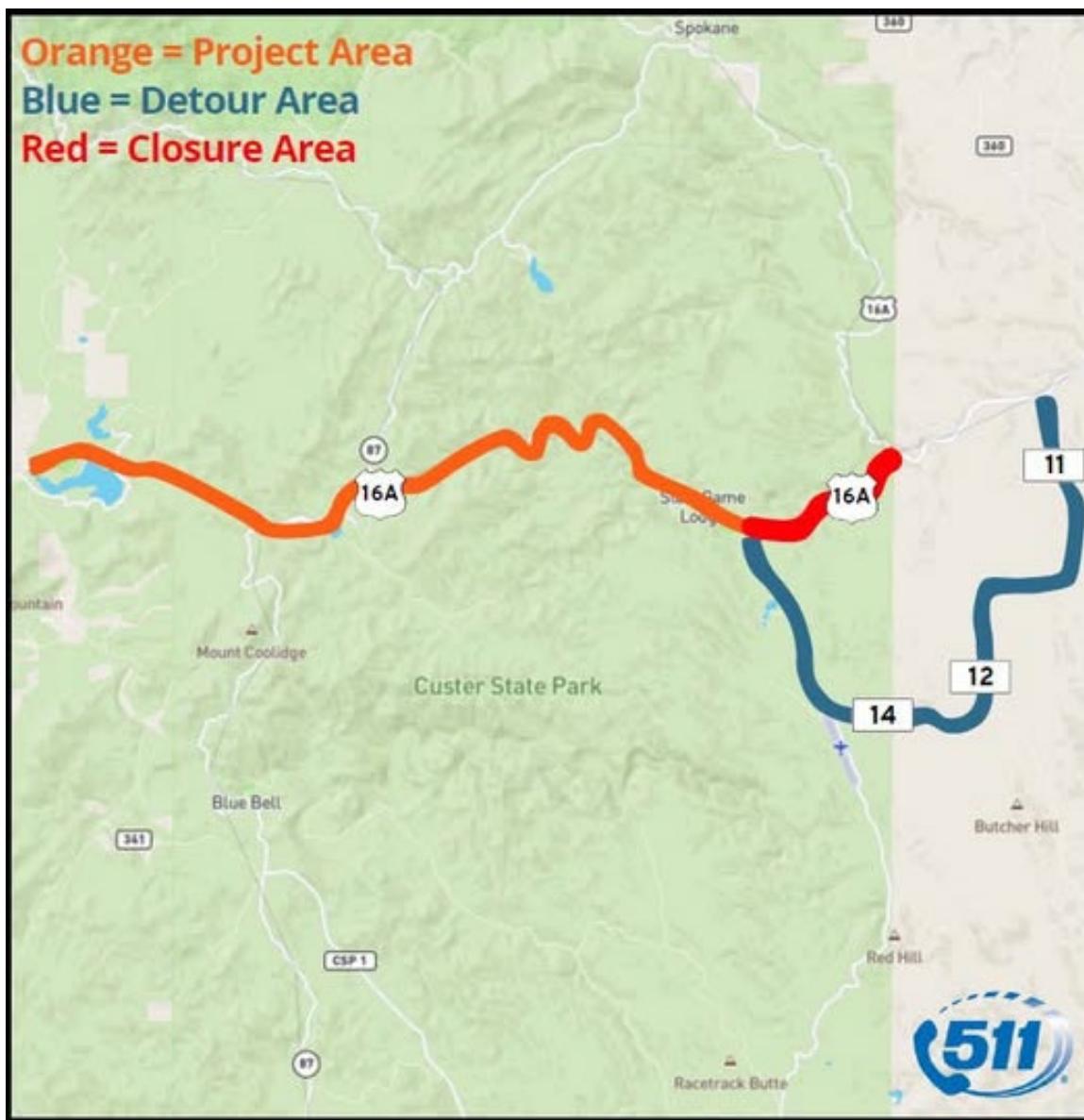
During the Highway 16A closure, there will be a detour in place. The detour route is from the intersection of S.D. Highway 36 and Custer County's Ritterberger Road, south two miles to Cobb Road intersection, west one mile on Cobb Road, south one and one-half miles on Cobb Road to the intersection of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

S.D. Highway 40 between Hermosa and Keystone also provides a detour option for area motorists.

Find additional project information at <https://dot.sd.gov/16a-culverts>. This website includes project updates, photos, and a downloadable map that demonstrates the project area and detour route.

The overall project completion date is October 2026.

#SDDOT #SD511



South Dakota DOT Update





"Toward a safer U.S. Highway 385" (By South Dakota News Watch)

Read the full article by Bart Pfankuch of South Dakota News Watch at
<https://www.sdnewswatch.org/black-hills-us-385-project.../>

"The \$72 million highway rebuild that began in 2024 will widen and enhance safety on a 15-mile stretch of the narrow, winding two-lane highway that flows amid scenic lakes, rock walls and dramatic ridge lines but which also has a high rate of crashes and fatalities.

Construction will include widening of road shoulders, smoothing out of sharp curves, adding turn lanes and softening off-road slopes to make the road safer. The construction route runs from Sheridan Lake on the south to the Pennington-Lawrence county line on the north.

Seeking to cut accidents by 50%:

The overall crash rate on the stretch of highway being rebuilt is more than double the state average, according to DOT data.

In the five-year period from 2018-2022, 187 crashes were reported, with four fatalities and 57 injuries. A third of those wrecks and most of the deaths occurred when motorists left the roadway, which in spots has almost no shoulder space while closely abutting rock walls or rimming atop significant drop-offs.

The DOT's goal is to cut the crash rate on the segment of highway by 50%, largely by eliminating tight curves, expanding sight lines for motorists or expanding shoulders from 2 to 8 feet, which has a proven success rate in reducing run-off wrecks.

Tim Wicks, Custer Area Engineering Manager said motorists who want to see how the highway will look when complete can drive the section north of Pactola Reservoir to the Lawrence County line, where lanes are widened, shoulders expanded and the pavement is

resurfaced.

"The shoulders are wider, and the slopes are gentler in case you do run off the road," Wicks said. "We're not going to stop every accident, but you'll have a better chance to avoid it, or it will become much less severe."

#SDDOT #SD511



[View Construction Updates](#)

❖ ❖ Construction Zone Reminders ❖ ❖

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

Stay Connected

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

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

HWY 385 ROUTING INITIATIVE



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

Visit Route Reimagined

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

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

Subscribers can unsubscribe at any time.



Custer Senior Center

January Activities

Custer Senior Center Activities Calendar - January 2026

****--- OPEN Monday through Friday from 9:00 AM to 4:00 PM ---***

OPEN Monday through Friday from 9:00 AM to 4:00 PM —						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
PRAIRIE HILLS TRANSIT BUS						
Transit Bus to Rapid City meets at the Center 1st & 3rd Thursdays. Leaves Custer between 7:00-8:00 AM. Returns to Custer around 3:00 PM. \$20 Round Trip.						
CALL 1-877-673-3687 24 Hours in Advance for Reservations.						
\$4 Round Trip for Custer Destinations						
4	5	6	7	8	9	10
7:00 AM Physical Fitness 8:00 AM Morning Coffee 9:00 AM Men's Pool 9:00 AM WAYS & MEANS MEETING 12:00 AM Pinochle	7:00 AM Physical Fitness 8:00 AM Morning Coffee 9:00 AM TAKE DOWN & STORE DECORATIONS	1:00 AM Ladies' Billiards	7:00 AM Physical Fitness 8:00 AM Morning Coffee	7:00 AM Physical Fitness 8:00 AM Morning Coffee 9:00 AM-NOON CINNAMON ROLLS 11:00 AM STRENGTH, STEP, STRETCH 12:30 PM Bingo 2:30 PM NEWSLETTER TEAM MTG		
11	12	13	14	15	16	17
7:00 AM Physical Fitness 8:00 AM Morning Coffee 9:00 AM Men's Pool 12:00 AM Pinochle	7:00 AM Physical Fitness 8:00 AM Morning Coffee 9:00 AM BOARD OF DIRECTORS MEETING	1:00 PM Ladies' Billiards	TRANSIT BUS TO RAPID & RETURN 7:00 AM Physical Fitness 8:00 AM Morning Coffee 11:00 AM-1:00 PM SOUP & PIE EVENT	7:00 AM Physical Fitness 8:00 AM Morning Coffee 9:00 AM-NOON CINNAMON ROLLS 12:30 PM BINGO HOLIDAY PARTY		BURNING BEETLE
18	19	20	21	22	23	24
MARTIN LUTHER KING, JR DAY (Center Open) 7:00 AM Physical Fitness 8:00 AM Morning Coffee 9:00 AM Men's Pool 12:00 AM Pinochle	7:00 AM Physical Fitness 8:00 AM Morning Coffee 12:00 PM MEMBER POTLUCK 1:00 PM STORYTELLER LINDA HASSELSTROM	1:00 PM Ladies' Billiards	7:00 AM Physical Fitness 8:00 AM Morning Coffee	7:00 AM Physical Fitness 8:00 AM Morning Coffee 9:00 AM-NOON CINNAMON ROLLS 11:00 AM STRENGTH, STEP, STRETCH 12:30 PM Bingo		
25	26	27	28	29	30	31
7:00 AM Physical Fitness 8:00 AM Morning Coffee 9:00 AM Men's Pool 12:00 AM Pinochle	7:00 AM Physical Fitness 8:00 AM Morning Coffee	1:00 PM Ladies' Billiards	7:00 AM Physical Fitness 8:00 AM Morning Coffee	7:00 AM Physical Fitness 8:00 AM Morning Coffee 9:00-NOON CINNAMON ROLLS 12:30 PM Bingo		



To educate every student
to his or her potential

[Latest Newsletter](#)

WEEKLY INSPIRATION



If it doesn't
challenge you,
it won't
change you



HELP WANTED



The Custer YMCA is now hiring childcare positions!

- Afterschool Activity Assistant
- Childcare Site Coordinator & Childcare Aide
- Toddler Lead Teacher

apply online at: <https://rcymca.isolvedhire.com/jobs/>



Premier
—FAMILY EYECARE—

Making a Difference Together!

Premier Family Eyecare is looking for a dependable, self-motivated, compassionate person with a customer service background and good computer skills to help at our front desk.

Candidate must be able to:

- Work as a part of a team
- Greet patients in a polite, prompt, and helpful manner
- Update patient information
- Collect patient copays
- Ensure completion of any required forms
- Inform clinical staff of patient's arrival
- Maintain orderly waiting areas
- Coordinate, schedule, and reschedule patient appointments
- Answer questions as able or assist the patient in getting questions answered
- Answer telephone, screen calls, and take messages as needed
- Assist patients with frame and lens options
- Dispense contact lenses and glasses

We are looking for a full-time employee, but maybe flexible for the right candidate.

No night or weekend hours required. Experience is preferred but not required.

If interested, please contact Premier Family Eyecare at 605-673-2716 or email resumes to custereye@gwtc.net

Volunteer Recreation Position Open in the Southern Black Hills



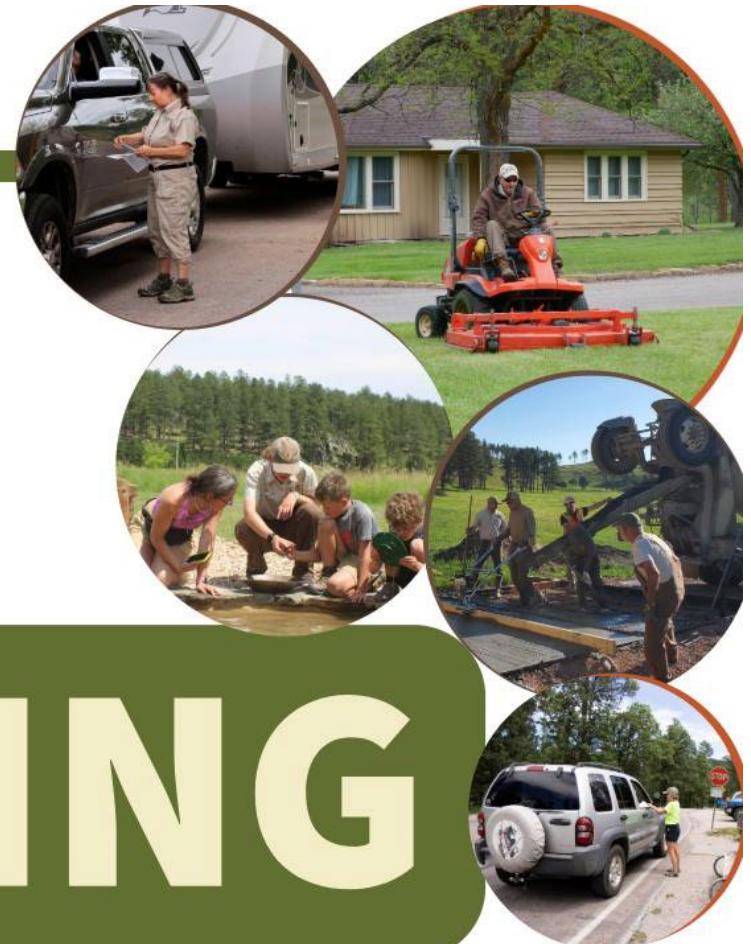
Looking to spend your summer in the beautiful Black Hills? If so, you may be interested in a new volunteer vacancy announcement for the southern hills. The Black Hills National Forest and Nebraska National Forests and Grasslands are teaming together to host some volunteers to help at various recreation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

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



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

WE ARE HIRING



Ready for a Summer Job That's Anything But Ordinary?

If you're looking to spend your summer surrounded by South Dakota's stunning landscapes, wildlife, and adventure—this is the opportunity for you.

Custer State Park is hiring for a variety of seasonal positions that offer more than just a paycheck—they offer real-life experiences, outdoor work, and the chance to be part of something special. Whether you're interested in parks, wildlife, customer service, or just want to be part of a dynamic team, there's a spot for you.

- Applicants must be 17 or older
- Competitive wages
- Housing available

Typical season runs mid-May through Labor Day (some positions may start earlier or end later)

Most roles involve working outdoors and interacting with visitors—so if you love nature and people, this is your chance to shine.

Questions? Call the park office at 605-394-2693

We can't wait to meet our 2026 crew—come join the team and make this summer unforgettable!

#HiFromSD #SDInTheField #DiscoverBlackHills

View job descriptions and apply with the links below:

Naturalist - <https://bit.ly/4q4jnYo>
Custer State Park Campground Attendant - <https://bit.ly/48FUiNr>
Gate Attendant/Information - <https://bit.ly/4oTs2LV>
Ground Maintenance - <https://bit.ly/4josgiZ>
Resource Technician Crew Leader - <https://bit.ly/4pHtC55>
Resource Technician - <https://bit.ly/4s1yROj> See less



We are seeking qualified candidates to join our team in the ***Black Hills Visitor Information Center***.

Interested applicants should send a cover letter and resume to ara@blackhillsbadlands.com or give Ara a call at 605-355-3600.

Visitor Information Center Host: <https://bit.ly/3KKeh4f>
Visitor Information Center Supervisor: <https://bit.ly/4pMSWWF>



CARSON DRUG

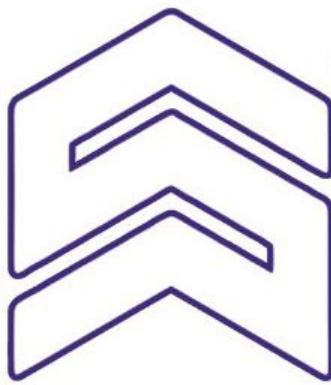
WE ARE HIRING

Don't miss this opportunity

- PHARMACY TECHNICIAN
- PART-TIME OR FULLTIME
- PAY \$20.00-\$25.00
- CERTIFICATION PREFERRED
BUT NOT REQUIRED IN SD

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





CUSTER, SD

PHYSICAL THERAPIST

- Clinic Director Opportunity, mentorship available
- Serve as primary care for all musculoskeletal conditions in general outpatient private practice.

Email office@painandmovementsolutions.com to learn more.



WE ARE HIRING

Physical Therapist Aide

Custer Location

Looking for a flexible, part-time position in a positive, healthcare setting? We're seeking a dependable, detail-oriented individual to support our clinic team and keep things running smoothly behind the scenes.

Cultivate relationships within the healthcare realm and work with industry leading therapists while serving as a crucial player in meeting our patients' goals.

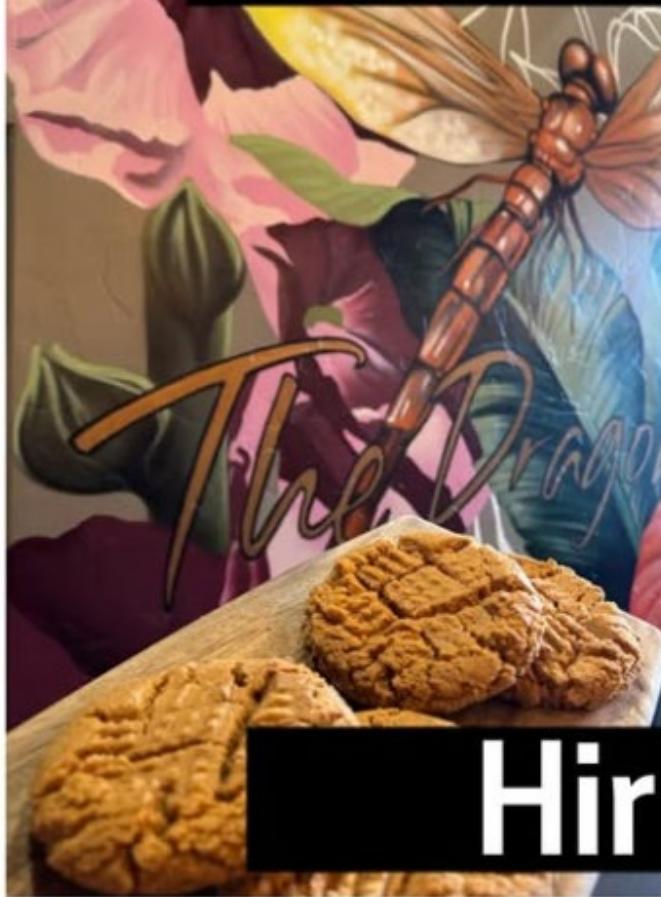
- 8-10 hours/week
 - Weekdays during business hours (flexible scheduling)
- \$14/ hour, part-time
- Great for students interested in healthcare or physical therapy
- Send resume to julie@painandmovementsolutions.com for consideration



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



The Dragonfly Restaurant



Hiring

**Full Time
Dishwasher \$13hr**

Wednesday-Sunday

Email: soakinhotsprings@gmail.com

Call: 605-890-0950





CUSTER SENIOR CENTER

WE'RE HIRING!

OUR EXECUTIVE DIRECTOR POSITION IS OPEN. PLEASE STOP BY THE CENTER OR EMAIL YOUR RESUME TO CSCDIRECTOR@GWTC.NET

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

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



HELP WANTED

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

APPLY TODAY

CUSTERCANDYCO@GMAIL.COM

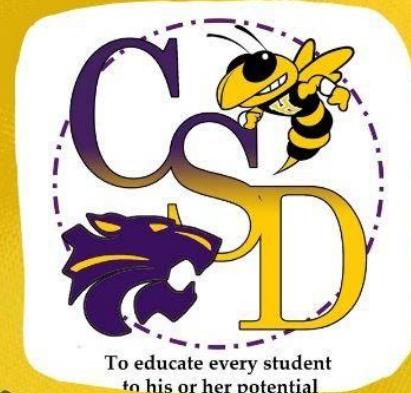
Outlaw Ranch



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

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

Join Us.



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



Current Openings:

- SPED PARAPROFESSIONAL @ CES
- Substitute Teachers & Custodians- at all schools

• To apply: <https://www.csd.k12.sd.us/page/current-career-opportunities>
• Call Custer School District 605-673-3154

www.csd.k12.sd.us

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

Chamber Staff & Board of Directors



CHAMBER STAFF

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dmurray@custersd.com

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Information Associate
fbaumann@custersd.com

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2025

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Our Address:
615 Washington Street
Custer, SD 57730

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



[Visit our Website](#)

dmurray@ustersd.com / ustersd.com

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