

CUSTER
Chamber of Commerce



Buffalo Bytes



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

CUSTER CONNECTIONS



The new year is the perfect time for beginnings and setting goals. It also makes for good marketing campaigns and changes to your business. There are so many things you can do to provide value for customers and potential customers. If you don't use this time to try something new, you're leaving money on the table.

This article contains some excellent business tactics to try for the new year. However, they may not all fit your business. When reviewing this list, keep your target audience in mind and ask yourself, will this provide value for them?

If you don't have a target audience defined, that should be your first step. After all, if you don't know who you're talking to, how do you know if you're providing value to them?

Marketing and Promotional Ideas

The new year is a time for resolutions. Play off that and run campaigns that are either in support of people's common New Years resolutions or having a little fun with them. For instance, a donut shop can play around with the common resolution of losing weight—"We'll be here when you're done with this New Year's resolution thing" or "We're hard at work creating a calorie-free donut. Sign up for our newsletter to find out when it's coming out." If you're taking a jab at resolutions, make your campaigns funny. People might just share them.

Additional marketing ideas include:

- Run a sale on items or services that tie into popular New Year's resolutions.
- Design a New Year's social media contests like "Share your 'New You' pics to win."
- Share your expertise in areas involving common New Year's resolutions.

Content and Communication Strategies

In 2025, every business needs an email list. It doesn't matter how many followers you have on social; the platform could shut down tomorrow and you have no way of contacting your fans. If you have their emails, on the other hand, you can always reach them—even when they're on a social media "break."

The new year is the perfect time to embrace digital marketing strategies and finally follow through on taking that next step. Also, embrace the technology that can make digital marketing easier like a good email scheduler, AI, a CRM, and design software to create visually appealing content. Some tools can do several of these things for you in one solution. Use them to:

- Write a compelling New Year's newsletter with valuable content
- Draft a blog, video, or podcast series focused on helping customers achieve their goals
- Leverage SMS marketing, which has a remarkable 98% open rate
- Create a challenge that will help educate your customers or interest them in your products/services

Business Development

When was the last time you changed something up in your business? While you don't want to change just for change's sake, trying something you've been putting off can gain a lot of support this time of year. People expect to see "new" at the new year.

Keep your audience abreast of the changes you're making. These types of announcements can be exciting. They will enjoy watching your dreams come to fruition and seeing how many people want to start their own businesses, giving them a behind-the-scenes look at what you're doing can help you amass a following. There's a big business trend in teaching/coaching after becoming a success. Teaching as a service has become a lucrative offshoot for many businesses.

Technology and Growth

We touched upon this earlier but embracing emerging technology can help streamline your operations and daily tasks to give you more time to do the things that can't be automated. Make the following a priority this year:

- Integrate AI tools to enhance marketing strategies
- Explore automation technologies
- Utilize predictive analytics to anticipate market trends

Customer Engagement

It's time to also prioritize relationship building. People buy from those they know, like, and trust. If they can't remember your name, they aren't able to buy from you.

Building relationships takes time and you must give (a lot) to get. Here are a few ideas to help you start the new year off right by building those connections:

- Share your business's (or your personal) New Year's resolutions. These types of things can help people connect to you.
- Thank loyal customers. Showing appreciation makes your current customers feel good and leaves an impression on future customers.
- Listen on social media and respond to comments and questions. Insert yourself in conversations in a friendly, helpful way. Don't barge in like a barker at a circus or auction, "yelling" about what you offer. No one responds to that type of behavior in a social setting.

By implementing these strategies, you can start the year with momentum and create meaningful connections with your ideal audience. After all, "creating more meaningful connections" is probably one of the best business resolutions you can make.

Christina Metcalf is a writer/ghostwriter 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 loves road trips, hates exclamation points, and believes the world would be a better place if we all had our own theme song that played when we entered the room. What would yours be?

Twitter: @christinagsmith

Facebook: @tellyourstorygetemtalking

LinkedIn: @christinagsmith



Dawn Murray
Executive Director

IMPORTANT ANNOUNCEMENTS

Dawn Murray
Executive Director
dmurray@custersd.com

Fred Baumann
Information Associate
fbbaumann@custersd.com

Pat Hattervig
Information Associate
phattervig@custersd.com

Aдриanna Burgess
Office Assistant
assistant@custersd.com

Rachelle Woodford
Office Assistant
bytes@custersd.com

Joel Behlings
Information Associate
info@custersd.com

SOUTH DAKOTA RETAILERS ASSOCIATION

HOSPITALITY • RETAIL • TRADES



MINIMUM WAGE INCREASES JANUARY 1

Effective January 1, 2025, South Dakota's minimum wage for non-tipped employees will be **\$11.50 per hour**, up from \$11.20 per hour in calendar year 2024.

For tipped employees, the hourly minimum wage for calendar year 2025 will be no less than **\$5.75 per hour**, up from \$5.60 in calendar year 2024.

With limited exceptions, South Dakota's minimum wage applies regardless of the age of the employee, the number of hours worked each week, or length of employment.

For more information, visit the [DLR website](#).

2025

Board Of Directors

Amy Bailey - President

Craig Reindl - Vice
President

Michelle Fischer -
Treasurer

Carrie Moore- Secretary

Amanda Allcock

Corey Virtue
Keely Mahony
Miranda Boggs
Ronni Calvird

Julie Jenniges - City
Liaison

Mark Naugle - School
Liaison

Lydia Austin - CSP
Liaison

Jessica Noteboom - BID
Board 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.**

To have things added to Buffalo Bytes, please send to bytes@custer3d.com. Items need to be received by Wednesdays at noon in order to be added to weekly Buffalo Bytes. Thank you!

MARK YOUR CALENDAR

January 23rd

**State Farm Mixer
609 Mt Rushmore Rd
5-7 PM**

February 20

**Custer Dental Studio Mixer
141 N 5th St
5-7 PM**

February 24- March 1

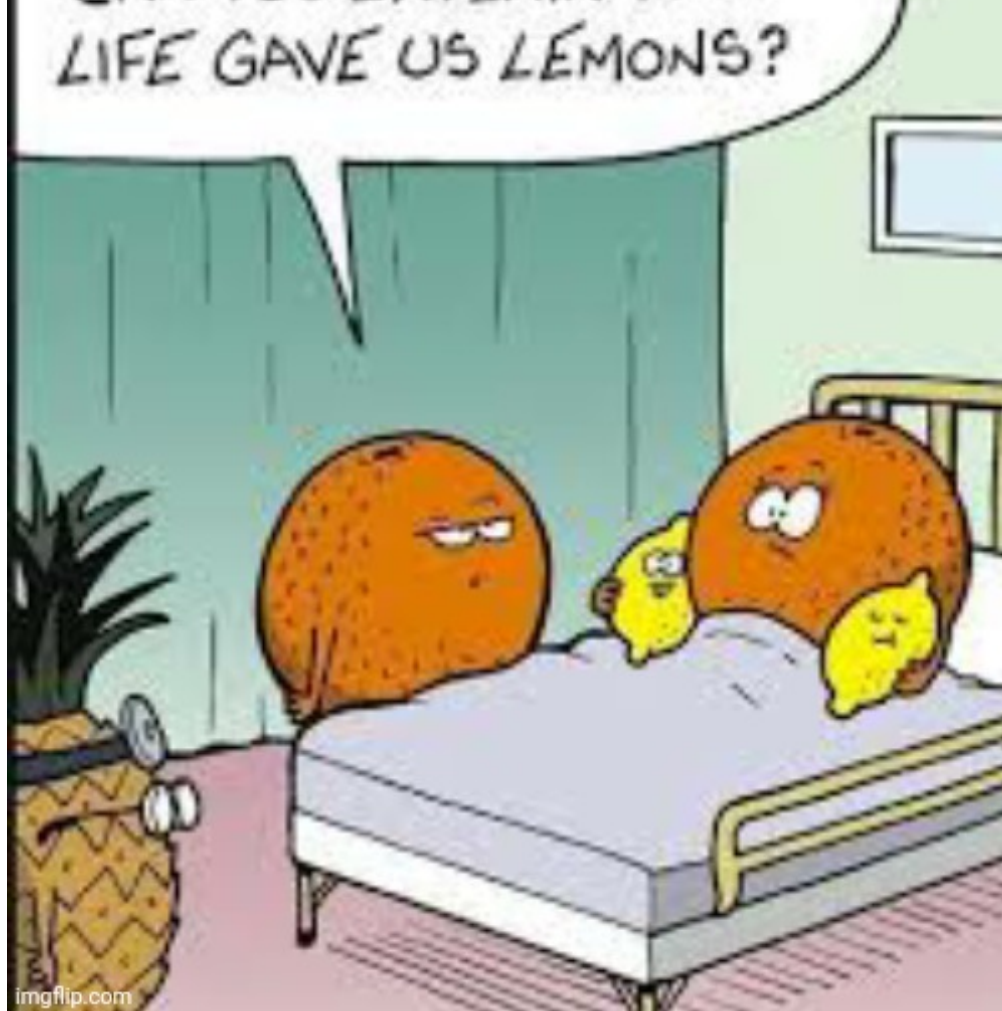
Custer Restaurant Week

March 1st

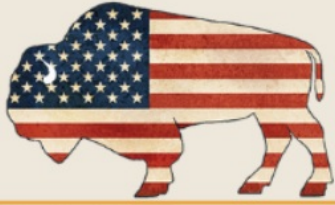
**Custer Trade Show and Craft Fair
Custer School District Armory
527 Montgomery St**

WEEKLY HUMOR

| CAN YOU EXPLAIN HOW |



CHAMBER HAPPENINGS



CUSTER
Chamber of Commerce

**Chamber
Mixer**

Hosted By:



January 23rd from 5 p.m. - 7 p.m.

Held At State Farm

→ New Location ←

609 Mt Rushmore Rd, Custer, SD 57730

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



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



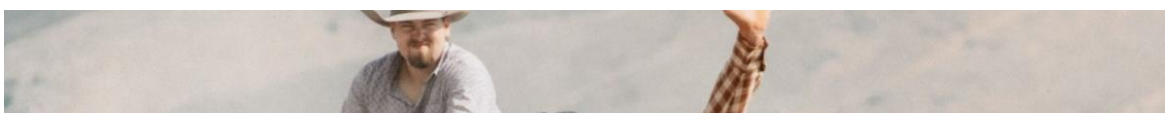
2025 CHAMBER

2025 CHAMBER EVENTS



CUSTER
Chamber of Commerce

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





BINGO
Night

TUESDAY
28th

Food-Drinks
Prizes

GOLD PAN SALOON

6:30 PM


CUSTER
Chamber of Commerce

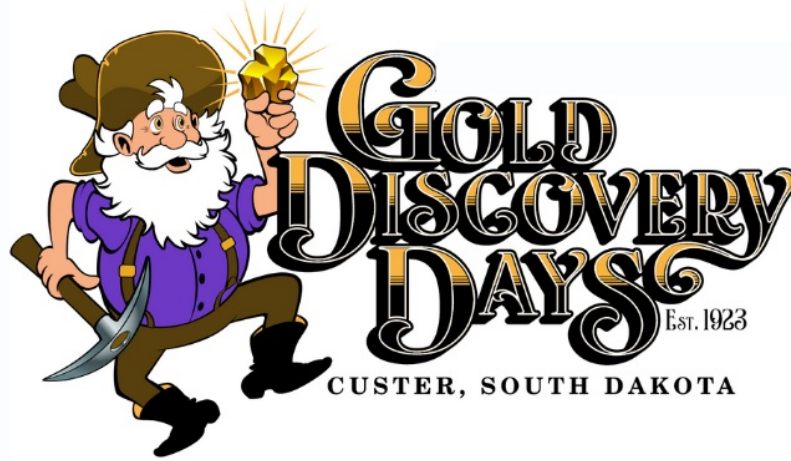

EST. 1874
THE GOLD PAN SALOON
CUSTER, SD



 **Gold Discovery**



Gold Discovery Days Meeting



When

Wednesday,
January 29

Where

At the
Custer
Beacon

Time

@ 5:30pm



SPONSOR



SPONSOR CUSTER RESTAURANT WEEK

FEBRUARY 24-MARCH 1

GOLD	\$300
SILVER	\$200
BRONZE	\$100

**PRIZE SPONSORS ALSO
NEEDED**



Email Dawn at dmurray@custersd.com



**WELCOME
NEW MEMBERS!**

555 Pro Books
A & B Business Solutions
CIB Printing

CJK 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

Here are some words for our new member and this week's membership spotlight, Black Hills Glass Restoration.

"We offer mobile service to builders, property owners, and management companies, and are a trusted subcontractor by many major builders throughout the Midwest.

Scratches, acid-etched and scratched graffiti, hard water stains and welding/grinding spatter can all be removed for a fraction of the replacement cost.

We offer mobile service to builders, property owners, and management companies, and are a trusted subcontractor by many major builders throughout the Midwest.

Thanks, Jim Cook"



2024 Custer Chamber

Member Spotlight

Black Hills Glass Restoration



www.BHglassrestoration.com

Email: info@bhglassrestoration.com

AREA EVENTS

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

Braden Real Estate & Auctions

Western Skies Real Estate

The first Sunday of the month

January 5, February 2,

March 2 and April 6

8:00am - 12:30pm



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



Workforce Knowledge Series



Discover opportunities and programs to help your business/organization.

Employer's Roadmap to SDWORKS

Three-part series

11:30 a.m. CST | Microsoft Teams

Join us for a three-part virtual series about SDWORKS, our online platform that allows employers to post job listings, connect with job seekers, and recruit candidates.



Jan. 9

Registering Your Business with SDWORKS

Learn how to register your business and set up your account.



Jan. 16

Posting Job Openings

Learn steps and best practices for effectively writing and posting job listings in SDWORKS



Jan. 23

Candidate Search

Learn how to use different search methods, save your searches, and set up alerts to get notified about new candidates.

Registration required. Scan QR code or go to link. Click on calendar listings to register.



tinyurl.com/dlr-workshops

Printed on recycled paper
Equal Opportunity Program



U.S. DDL Funded

Custer Senior Center Fundraiser

08

DUO 1

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**



**January
Pickup
Dates:
Jan. 10th
Jan. 17th
Jan. 24th
Jan. 31st**

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



**Custer State Park
Winter Events 24 25**



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





SOUTHERN HILLS

FREE Nonprofit Workshop

Building a Sustainable Team



Jan 24, 2025



11:00 AM - 2:00 PM



Custer County Library

Designed for staff at all levels!

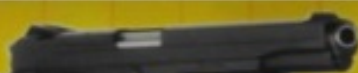
Join us to assess and develop your people management skills as an organization. Learn to do so in a way that retains your values, culture, and practice.

We will discuss best practice in:

- Board development
- Employee management
- Volunteer coordination
- Leadership succession



Register today: → www.innovnp.com/npc-blackhills



Southern Hills Tactical LLC



South Dakota Enhanced Conceal Carry Class

This is a One day Class

Saturday Jan 25th 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.

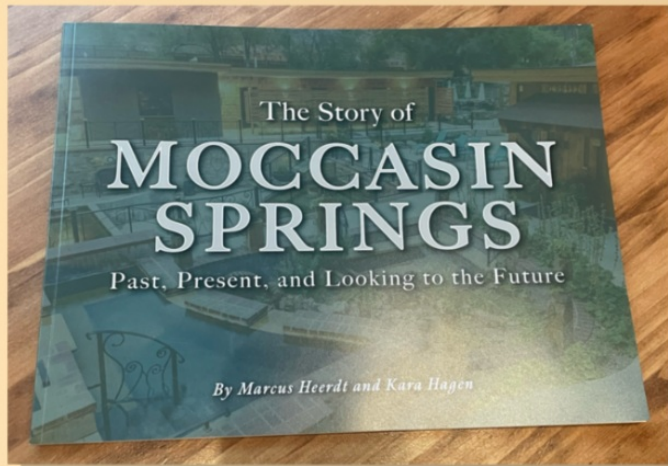
For additional information or to register for the class you can e-mail the instructor at echo.ft.sd@gmail.com, call the shop at 605-673-3222 or e mail us southernhillstactical@gwtc.net

BOOK SIGNING

The Story of Moccasin Springs

WITH AUTHOR *Marcus Heerd*

WITH EDITOR & OWNER *Kara Hagen*



**Saturday
January 25th
10am-2pm**

Book Cost \$20

Join us at the Book Signing
with Marcus Heerd & Kara Hagen

Moccasin Springs Lobby

**1828 Minnekahta Ave
Hot Springs, SD**



Custer Senior Center

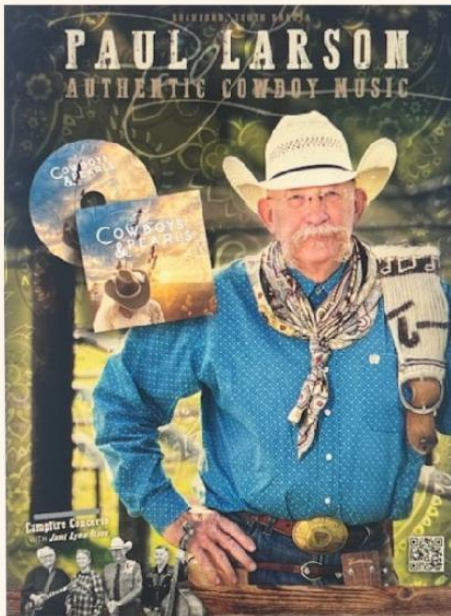
It's potluck time!

Share a dish and savor it all. Join us
for some delicious food and great
entertainment after the
membership potluck.

**January
28th, 2025**

**Starts at
12 P.M.**

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



Featuring our
Entertainer...
**Paul Larson who
will perform for the
public at 12:45 p.m.**



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



The logo for SDDEMS, featuring the letters 'SD' in a large, bold, blue font, followed by 'DEMS' in a smaller, bold, dark blue font. The 'S' and 'D' are partially enclosed by a blue L-shaped graphic element.

BREAKFAST GATHERING

1ST Saturday of The Month

Meet Your Fellow Citizens !

Saturday, February 1st - 9:15 AM

Laughing Water Restaurant

Crazy Horse Memorial



**Please RSVP via email by
Noon - Friday, 1.31.25**



See You Saturday!



Email: ccsddp21info@gmail.com

PO Box 5065 Custer, SD 57730

 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

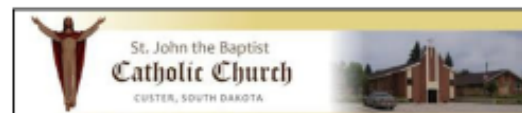
Commitment Required:

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 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 to get a check deposit for food.

encouraged to attend. Please RSVP to 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
MEETING

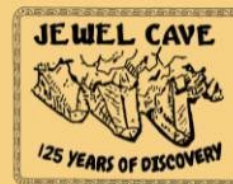
MEETING

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!



CONCERT IN THE CAVE

CONCERT IN THE CAVE



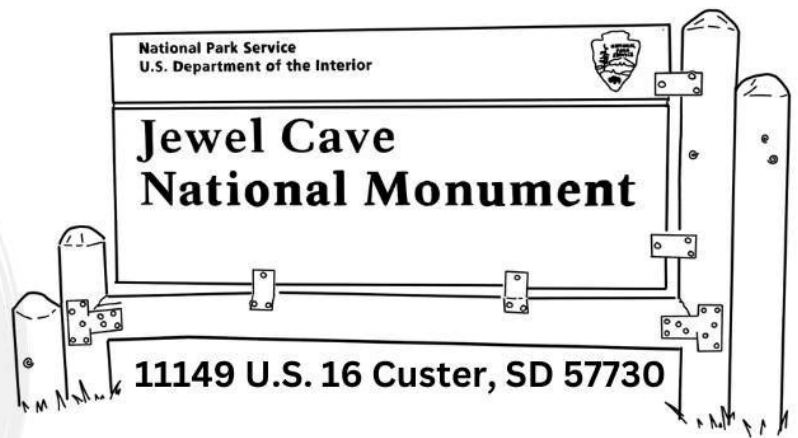
with

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.*



*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



RUSH MOUNTAIN ADVENTURE PARK

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





FILM SCREENING: WOMEN'S ADVENTURE FILM TOUR

CUSTER | SD

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

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

SCAN TO REGISTER & LEARN MORE



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

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

Timeline:

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

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



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



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

312-505-4592



ANNOUNCEMENTS





30% OFF *Etsy*

Valentine's

DAY SALE

1/14 - 2/14

SHOP ONLINE AT

WWW.ETSY.COM/SHOP/GOODKARMAJEWELRYSD

**We're
moving!**

We are temporarily moving our State Farm
office operation to:

609 Mt. Rushmore Road

until our permanent location is complete at:

750 West Mt. Rushmore Road

**We plan to be in our new
temporary office location by
Tuesday, January 21st.**

***Custer
State Farm***



**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



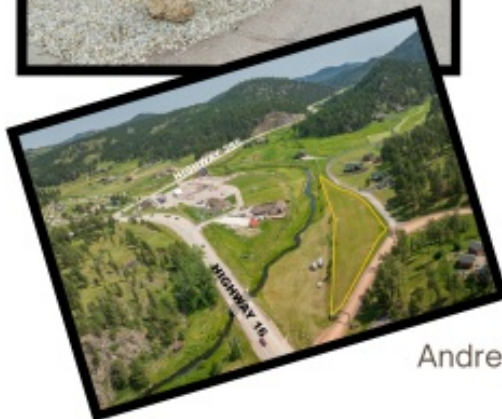
1100 sf on 6th Street-just one block of central business district in Custer! Remodeled. Can be retail or office!
MLS 82092 \$325,000

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

SALE

30% off Black Hills Gold
20% off 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

WINTER BLUES



Store Hours

MON-SAT | 10-6

SUN | 10-4

224 MAIN STREET
HILL CITY SD



SOUSLEYS HILLBILLY BAR-B-QUE





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

CUSTER, SD (605) 360-2741



**SUBMIT A
REQUEST
FOR PAYROLL
SERVICES**

Payroll Services

from KT
The Right Addition
to Your Team!

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



**KETEL
THORSTENSON**
CPAs • ADVISORS

Your Goals. Our Experts.

Rapid City • Spearfish • Gillette

KTLLP.CPA

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.

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

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.





Dr. Gordon Ambrosino, new Managing Director of Museum, Interpretation & Cultural Affairs of The Indian Museum of North America® at Crazy Horse

Dr. Gordon Ambrosino, new Managing Director of Museum, Interpretation & Cultural Affairs of The Indian Museum of North America® at Crazy Horse Memorial®

January 6, 2025 – CRAZY HORSE, SD

Crazy Horse Memorial Foundation is excited to welcome Dr. Gordon Ambrosino as the new Managing Director of Museum, Interpretation & Cultural Affairs of The Indian Museum of North America® at Crazy Horse Memorial®. Dr. Ambrosino will begin his new role in late January of 2025.

Dr. Ambrosino, currently serving as the Curator at the Plains Indian Museum within the Buffalo Bill Center of the West in Cody, Wyoming, brings a wealth of experience and academic expertise to his role. He holds a Ph.D. from La Universidad de Los Andes in Bogotá, Colombia, along with a B.A. from Northern Arizona University. In addition to his curatorial work, Dr. Ambrosino is an Adjunct Assistant Professor in the Anthropology Department at the University of New Mexico. His extensive background includes positions as a NAGPRA Coordinator at the Maxwell Museum of Anthropology and Auburn University, as well as postdoctoral fellowships at the Los Angeles County Museum of Art, where he contributed significantly to the Art of the Ancient Americas Department.

Dr. Ambrosino's career is marked by a commitment to cultural preservation and education, demonstrated through his previous roles as a Collections Manager and Repatriation Specialist at the Field Museum in Chicago and as a consultant for archaeological and curatorial projects in Colombia. His diverse experiences, ranging from teaching to museum management, underscore his dedication to anthropology and the arts. As he continues to shape the narrative of Plains Indian culture, Ambrosino's work not only enriches the Museum but also fosters greater understanding and appreciation of Indigenous heritage.

"We are excited to bring Dr. Gordon Ambrosino to Crazy Horse Memorial Foundation to lead The Indian Museum of North America®," said Whitney A. Rencountre II, Crazy Horse Memorial® CEO. "Gordon's experience at the Buffalo Bill Center of the West in Cody, Wyoming, along with his experience working with tribes, will be a great resource for the Memorial. The CHMF Board of Directors and Senior Executive Team look forward to working with him to ensure The Indian Museum of North America® continues to advance our mission."

Dr. Ambrosino uses his ethical principles to guide his curatorial and educational work, upholding the same values of merit, inclusion, reciprocal benefit, and growth as those held by the Crazy Horse Memorial Foundation (CHMF) and drawing from his previous roles, he envisions designing, implementing, and providing strategic direction for vibrant curatorial and educational programs that foster enduring, mutually beneficial relationships with Crazy Horse Memorial®.

For more information about the Memorial please visit www.crazyhorse.org and follow Crazy Horse Memorial® on all social media and/or contact Amanda Allcock at 605-673-4681, or email Amanda.Allcock@crazyhorse.org.

About the Crazy Horse Memorial Foundation

Crazy Horse Memorial Foundation's mission is to honor, protect, and preserve the culture, traditions, and living heritage of the North American Indians. The Foundation fulfills its mission by continuing the progress on **CRAZY HORSE MEMORIAL®**

HORSE MEMORIAL®, the world's largest mountain sculpture; acting as a repository for Native American artifacts, arts and crafts through *THE INDIAN MUSEUM OF NORTH AMERICA*®, and the Museum's Native American Educational & Cultural Center®; and by establishing and operating *THE INDIAN UNIVERSITY OF NORTH AMERICA*®.

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 or contact Lydia Austin at Lydia.Austin@state.sd.us

NEWS FROM THE STATE

South Dakota

DECEMBER 2024
SDVISIT.COM



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, Dec. 27, 2024

Construction Updates:

- Effective Dec. 20, 2024 - Jan. 5, 2025, there are no pilot cars or flaggers in use in the Phase 2 construction area.
- The use of flaggers and pilot cars will resume on Jan. 6, 2025, for Phase 2 construction.



[View Construction Updates](#)

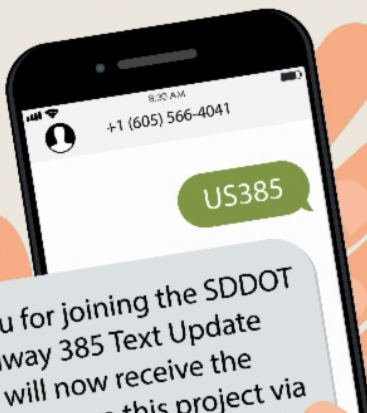
Construction Zone Reminders

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

Stay Connected

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

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



U.S. HIGHWAY 385 CONSTRUCTION

PENNINGTON-LAWRENCE COUNTY LINE TO SHERIDAN LAKE

List...
latest updates on this p...
your mobile device. Thank you!

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



HWY 385 ROUTING INITIATIVE



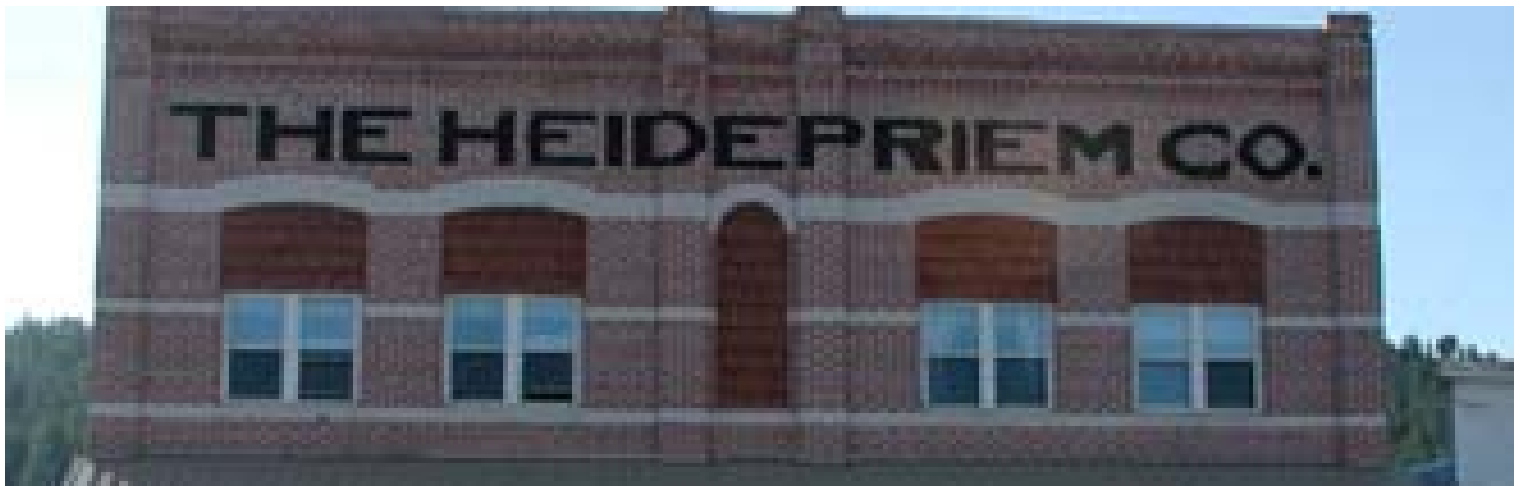
BH&B is sharing information related to the upcoming *Hwy 385 infrastructure improvement project* that will include *routing options* and continuous business promotion. BH&B's goal is to educate and to explain that this simple detour will not prevent, nor should it discourage visitors from enjoying their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

Visit Route Reimagined

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

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

Subscribers can unsubscribe at any time.





Custer Senior Center

January Activities



To educate every student
to his or her potential

January Information

Visit our Website

WEEKLY INSPIRATION

A LITTLE

**PROGRESS
EACH DAY
ADDS UP TO
BIG RESULT**

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 or call 605-673-4040 for full job description.EEO



PICTURE YOURSELF WORKING HERE. CRAZY HORSE MEMORIAL®

Crazy Horse Memorial Foundation in the Black Hills of South Dakota is seeking an **Executive Assistant** to assist with its Central Office operations.

This position is full-time, hourly and year-round.



This position is full-time, hourly and year-round at 40 hours per week. Compensation for this position is competitive for the region, including medical, dental, optical, and AFLAC insurances, Paid Personal Leave, and a retirement plan.

Applicants may apply by submitting a cover letter and resume to:

hr@crazyhorse.org or apply online at **CRAZY HORSE MEMORIAL JOBS** or mail a cover letter and resume to:

**Human Resources Director
Crazy Horse Memorial Foundation
12151 Avenue of the Chiefs
Crazy Horse, SD 57730-8900**



**CRAZY HORSE
MEMORIAL®**

all photos © Crazy Horse Memorial Foundation



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
 - Enter your profile information and create a resume

HELPFUL RESUME TIPS

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

a resume.

- Consider the Helpful Resume Tips. →
- Note: Visit [USAJOBS' Help Center](#) for more information on Getting Started
- You do not need to create a USAJOBS account to search for jobs, but you do to create an account to apply for jobs.
- **STEP 2: Search Jobs**
 - Use the USAJOBS search feature to view jobs filtered by position and location or use the advanced search function search with more filters like pay or grade-level.
 - Review job opportunity announcements and save those of interest.
 - Carefully review the "Qualification and Evaluation" section to determine whether you could qualify for the position.
- **STEP 3: Apply For Jobs**
 - Carefully follow the instructions in the "How to Apply" section for each job announcement.
 - Submit any supporting documentation to verify your qualifications.
 - Leaving out a required document may result in you not being found eligible and/or qualified.
- **STEP 4: Manage Your Career**
 - Log into your USAJOBS account to obtain application status for positions for which you have applied.
 - Contact the agency for the specific follow-up questions or those related to the particular job.
 - The agency contact information is listed in the "How to Apply" section of the job announcement.

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

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

COMMON SUPPORTING DOCUMENTS

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

THE NPS HIRING EXPERIENCE

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

FOR QUESTIONS, PLEASE CONTACT:
NATIONALRECRUITMENTTEAM@NPS.GOV



KITCHEN CREW NEEDED

Part time
Dishwashers!

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

Family Meal

Fun Atmosphere

Stop in to meet us!



MOCCASIN SPRINGS
NATURAL MINERAL SPA

HOT SPRINGS, SD

Hiring
Full Time Massage Therapists

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



**Contact: soakinhotsprings@gmail.com
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@mcgas.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 or call the office at 605-347-3811.

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

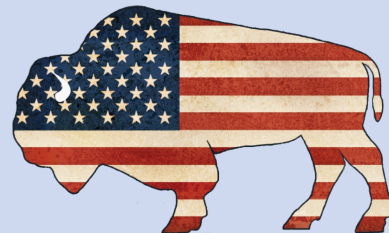
Our Address:

615 Washington Street
Custer, SD 57730

Phone Numbers:

605-673-2244
800-992-9818

dmurray@custersd.com / custersd.com



CUSTER
Chamber of Commerce

Send Us An Email

Visit our Website

Follow Us



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

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



Try email marketing for free today!