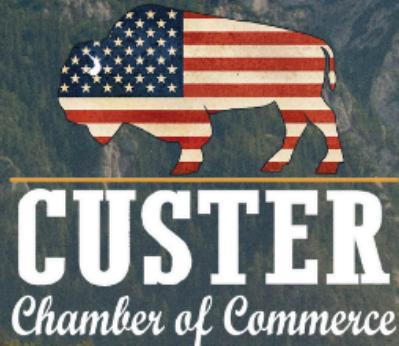




# Buffalo Bytes



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

To be included in Buffalo Bytes, please email your items to [bytes@custersd.com](mailto:bytes@custersd.com).  
Submissions must be received by Wednesday at 5:00 PM to be included in that week's issue.  
Thank you!

## CUSTER CONNECTIONS

# THE 48-HOUR RULE:

Turning Business Ideas  
Into Reality



Small business owners are usually not short on ideas. You have them in the shower, in the car, halfway through a client call, and even in the middle of the night. Ideas for a new service. A better way to onboard customers. A partnership you should pursue. A social post series that would actually sound like you.

No, the problem is not creativity. The problem is action.

Most good ideas don't die because they were bad. They die because they never get translated into a next step while they're still exciting.

That's why you need the 48-Hour Rule.

The rule is simple:

**If an idea doesn't have a next action plotted and scheduled within 48 hours, it's not a plan. It's entertainment.**

This is not a judgment on your executing abilities. It's your business. The urgent pulls harder than the important. And once an idea slips behind payroll, customer emails, and the Tuesday fire drill, it rarely climbs back out.

So, let's talk about how to make the 48-Hour Rule work in real life with time limits.

## Why 48 Hours Works (And “Someday” Doesn’t)

A new idea creates a burst of clarity. You can see the path. You can picture the result. You feel a little lighter because you've imagined a better version of your business.

But clarity fades fast.

In 48 hours, two things happen:

- 1. Reality returns. Your current workload reasserts itself or you start doubting your abilities, your team's abilities, your customer's interests, or any other number of things that begin to cause...**
- 2. The idea starts to feel bigger than it is. You forget the simple version and only remember the “perfect” version. This becomes next to impossible to put into action.**

The 48-Hour Rule protects your idea from both. It forces you to do one thing before the moment passes: **choose the next action**.

Not the whole plan. Not the branding. Not the full rollout. Just the next action.

## The Difference Between an Idea and a Next Action

An idea is fun, creative, exciting, while a next action is specific, physical, and schedulable. It's something you can do without needing another meeting with yourself. Shy away from your action being “research.” It's easy to get lost in it with little to show.

Here are examples:

- Idea: “We should improve customer follow-up.”
- Next action: “Draft a two-email follow-up template and save it in the CRM.”
- Idea: “We should partner with another business.”
- Next action: “Write one partnership pitch email and send it to two businesses by Friday.”
- Idea: “We should raise prices.”
- Next action: “List top 10 services, current prices, and margins in a spreadsheet by Thursday at 10 a.m.”

If you can't schedule it, it's not a next action.

## How to Implement the 48-Hour Rule Without Blowing up Your Week

If you're excited about your new idea, get something scheduled, even during a busy week.

Try this:

### Step 1: Capture the idea in one sentence.

Not five paragraphs. One sentence. Put it in a running note on your phone or a single “Idea Parking Lot” document.

### Step 2: Write the smallest next action.

Ask: “What's the first move that would make this 5% more real?”

### Step 3: Schedule it inside the next 48 hours.

Not “this week.” Not “soon.” Put a 15–30-minute block on your calendar. Treat it like a client meeting. Because it is. Your future revenue is sitting in the lobby.

### Step 4: Give it a finish line.

The goal of that block is not perfection. It's progress you can point to. A draft. A message sent. A decision made. A file created.

## The “Two-Track” Trick for Busy Seasons

If you're in a truly slammed stretch, use this adjustment: **you only have to schedule one of two things within 48 hours:**

- The next action *or*
- A decision to deliberately defer it (with a date)

That second option matters. Because “not now” can be a smart business decision.

If you can't do the action, schedule a 10-minute decision block: “Do we pursue this in Q1 or not?” That keeps you moving.

## What This Looks Like Over Time

The magic of the 48-Hour Rule isn't that every idea becomes a big initiative. Instead, your business becomes a place where ideas get handled, not hoarded.

You'll start to notice:

- Fewer loose ends rattling around in your brain
- Faster follow-through (which customers feel immediately)
- More momentum inside your team
- Better instincts about what's worth doing, because you're testing ideas in small bites

Action compounds in the way that matters, reducing chaos and increasing innovation.

## A Simple Challenge for This Week

Pick one idea you've been sitting on. Just one.

Write the next action. Schedule 20 minutes for it in the next 48 hours. Then do it.

That's how businesses grow—small, consistent moments of follow-through.

## Ask the Chamber

If you're thinking, "I have ideas, but I need the right people, resources, or a push," you're not alone. That's exactly what a chamber of commerce is built for: turning good intentions into traction.

Use your chamber for the kind of next actions that matter:

- Ask them to make an introduction that leads to a partnership or something specific you need
- Attend one event and meet your next vendor or client
- Join one committee and get closer to decision-makers
- Ask one question and get practical insight from business owners who've been there

Your idea may be game changing, but you won't know until you execute. You may not have time to get it completely worked out and implemented, but you do have time to start with a 20-minute next step. Try the 48-Hour Rule this week. Then let your chamber help you turn that first step into a path.

*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.*

---

Facebook: @tellyourstorygettalking

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.**

## MARK YOUR CALENDAR

### 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

# February 19th

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

## IMPORTANT ANNOUNCEMENTS

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

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

Source: Tourism Economics

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

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



# CUSTER CITY MAP

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

## CHAMBER MEMBER ADVERTISING OPPORTUNITIES

.....

### YOUR AD ON BACK OF MAP:

**SINGLE ADS: \$250**

**DOUBLE SPACES AVAILABLE**

Limited spots available!

First come, first serve basis.

#### Sizes:

3.3" x 1.8" **Single** (WxH)

3.3" x 3.75" **Double** Vertical (WxH)

6.7" x 1.8" **Double** Horizontal (WxH)

### PREMIUM BUSINESS LISTING ON FRONT OF MAP:

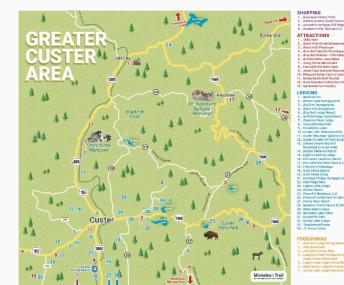
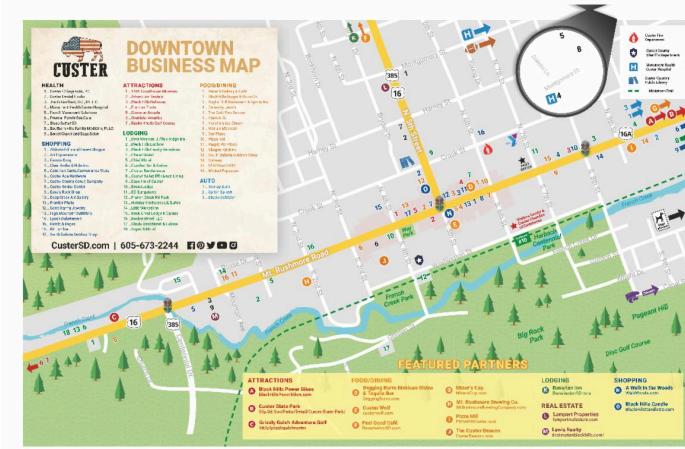
**\$100 PER BUSINESS**

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

Includes business name, phone number, and website

**CONTACT DAWN FOR MORE INFORMATION:**  
[dmurray@ustersd.com](mailto:dmurray@ustersd.com)  
605-673-2244

**DEADLINE:**  
**APRIL 10TH**



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

Our website, [myblackhillscountry.com](http://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](mailto: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](#)

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# SPONSOR CUSTER RESTAURANT WEEK FEBRUARY 23-MARCH 1

**GOLD**

**\$300**

**SILVER**

**\$200**

**BRONZE**

**\$100**

**MENU**

**\$ 50**

**PRIZE SPONSORS ALSO NEEDED**

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



# 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 1<sup>ST</sup> 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



[www.CartoonEmail.com](http://www.CartoonEmail.com) ©2020 Alan Hora. Art by Andrew Molter. [Ofthemark.com](http://Ofthemark.com) 1-4

# Welcome New Members



**CUSTER**  
Chamber of Commerce

Fly Badlands  
PDQ Specialty Products  
Xtreme Sports Simulators  
The Christians Team-Broker Heath Shields  
The Hills Finest-Bridal by Michelle  
Don't Panic, LLC

## MEMBERSHIP SPOTLIGHT

📸 #MembershipMonday 📸

### 🌟 Membership Spotlight Time! 🌟

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

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

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

## AREA EVENTS



### Custer County Republicans

The Custer County Republicans will meet next on Tuesday, February 3, at 5:30 pm in the Pine Room. We will get an update on Esther's Rising, a local project to help victims of trafficking.

Please RSVP to [CCRepubs@goldenwest.net](mailto:CCRepubs@goldenwest.net) to get a headcount for food.

Check us out on Facebook at [CusterCountySDRepublicans](#)

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





CUSTER SENIOR CENTER



# PAINTING WITH CRUISIN' CANVAS



**FEBRUARY 4<sup>TH</sup> AT 1PM**

**Join Tami Showers at the  
Custer Senior Center on  
February 4th for another  
favorite painting class—  
perfect for all you Van  
Goghs out there!**

**FREE REGISTRATION**

**START AT 1PM**  
538 MT. RUSHMORE RD.  
CUSTER, SD 57730

**REGISTER NOW BY CALLING: (605)673-2708**

# 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.



Custer Senior Center's

# Freshly Baked Cinnamon Rolls!

Pickup Dates in February:

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

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

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

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



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

Caramel Rolls with Nuts = \$4.00

Caramel Rolls = \$3.50

Frosted Cinnamon Rolls = \$3.00

Plain Cinnamon Rolls = \$2.50

Pickup your rolls at: 538 Mt. Rushmore Rd.

# Valentine Sweetheart

# BINGO

**Saturday  
February 7th**

**2:00-5:00**



**VFW Auxiliary Benefit**

**VFW Post 3442 Custer, SD**

**ANYONE CAN PLAY - ALL AGES WELCOME**

**Custer County Historical Society Program  
With Guest Speaker Paul Horsted**

# **South Dakota Yesterday & Today**



Paul's talk previews his forthcoming book, *South Dakota Yesterday & Today*, scheduled for release this July. For nearly a decade, he has traveled the state locating the sites of more than 300 historic photos from the 1870s to the 1970s and recreating them with precisely matched modern images. This approach puts history in context, revealing environmental change and the growth—or decline—of towns, cities, and landscapes. Paul will explain how he acquired and selected historic images, determined where they were taken, and used techniques—including high-resolution digital photography and drones—to replicate views originally captured from airplanes, water towers, grain elevators, and other structures that may no longer exist.

## **February 7 at 2:30pm**

***Program is free & open to the public  
in the Pine Room at the Custer Library***



# THE BLUEPRINT

Custer County Democratic Party



## Monthly Breakfast Get-together

Saturday, February 7th

**9:00AM, Pancakes & Perspectives**

Crazy Horse Memorial - Laughing Water Restaurant

1215 Avenue of the Chiefs, Custer, SD

RSVP by Friday noon, February 6th to [ccsddp21info@gmail.com](mailto:ccsddp21info@gmail.com)



## February Business Meeting and Local Advocacy

**Thursday, February 19th : 5:30PM Soup/Bread 6:00PM Meeting**

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



Join us for a business session and an open discussion on navigating key bills and committee priorities shaping South Dakota's 2026 Legislative Session.

Your voice matters! Together we can make a difference on issues that impact our local community!



*Come for the connection. Leave empowered.*

Custer County Democrats of SD  
PO Box 5065 - Custer, SD 57730  
[ccsddp21info@gmail.com](mailto:ccsddp21info@gmail.com)

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

*February is a month to champion local voices. Unite to support and promote Custer County and South Dakota community issues. Let's make a difference, together!*

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.



## **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**



**VFW**  
VETERANS OF FOREIGN WARS.

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.*

# Custer Senior Center's Center Conversations:

## **COREY VIRTUE**

### **HOW TO BE PREPARED FOR EMERGENCIES**

The Custer Senior Center welcomes Corey Virtue on February 11th at 11:00 AM for a special talk on emergency preparedness. Learn simple steps you can take to be ready for emergencies and protect yourself and your loved ones.

**11 FEBRUARY, 2026 | 11:00 AM**

**538 MT. RUSHMORE RD.  
CUSTER, SD 57730**

#### **CONTACT US:**



605-673-2708



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](#)

---

stio PRESENTS

# GIRL WINTER

FILM TOUR

SHEJUMPS x BHPFA x THE CUSTER BEACON

## FILM SCREENING: Girl Winter Film Tour



BLACK HILLS  
PARKS &  
FORESTS  
ASSOCIATION



CUSTER| SD

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

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

All are welcome to attend!

SCAN TO  
PURCHASE  
TICKETS!



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

#### Timeline:

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

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



BLACK HILLS  
PARKS &  
FORESTS  
ASSOCIATION



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

# Developmental Screening

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

**Call Today for an Appointment**

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

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

The screening covers the following developmental areas:

Motor Skills & Concepts

Language

Self-Help & Social Development

Vision/Hearing Screening upon request

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

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





 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**

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



**SOUTH DAKOTA STATE  
UNIVERSITY EXTENSION**



# SMALL PIECES

## ART SHOW

May 9th-31st

“Leave the road,  
take the trail”

...Pythagoras



*Art Expressions  
Gallery and Gifts*

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

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

# Sip & Paint

Hosted by:  
The Cruisin' Canvas

March 19, 2026      6:00 PM  
@ THE CUSTER BEACON

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

# JUNE 13, 2026



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

### **We Ride at Dawn!**

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

# CUSTER FINE ARTISTS FESTIVAL



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

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

**ARTIST APPLICATIONS NOW BEING ACCEPTED**

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

## **AWARDS:**

**\$750 FIRST PLACE**

**\$500 SECOND PLACE**

**\$300 THIRD PLACE**

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

**FOR ARTISTS ONLY!**

# ANNOUNCEMENTS



## 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:

**THEATRE 605**  
BLACK HILLS PLAYHOUSE

**SEASON 80 • 2026**

# 250 YEARS AND COUNTING

COMEDIC WHIRLWIND TOUR OF AMERICAN HISTORY  
**The COMPLETE HISTORY OF AMERICA (ABRIDGED)**  
BY ADAM LONG, REED MARTIN, AUSTIN TRONZO

JUNE 7 - 21

FICTIONAL MUSICAL ACCOUNT OF THE SIGNING OF THE DECLARATION OF INDEPENDENCE  
**1776**  
BOOK BY PETER STONE  
MUSIC AND LYRICS BY SHAKUHACHI EDWARDS

JUNE 28 - JULY 12

HIT MUSICAL BASED ON A REMARKABLE TRUE STORY  
**COME FROM AWAY**  
BOOK, MUSIC AND LYRICS BY IRENE SAWYOR AND DAVID HIRSH

JULY 19 - AUG 2

FOUR GENERATIONS OF WOMEN AND THE CONSTITUTION  
**WHAT THE CONSTITUTION MEANS TO ME**  
BY HEIDI SCHRECK

AUG 9 - 15

**THEATRE605.ORG | 605.255.4141**

Tickets and Passes

Great things are happening at



We are working hard Early Learner Custer!

Here are some of our most recent updates!

#### Update Table of Contents:

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

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

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

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

# SDOS HAPPY HOUR!

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**EVERY**  
**TUESDAY, WEDNESDAY & THURSDAY**  
**3:30-5:30PM**

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

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429 Mt Rushmore Rd.  
Custer, SD 57730



# HOMESCHOOL NATURE ADVENTURES

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

LIMITED SPOTS!!

**JAN-MAY 2026**

Last Thursday of the month 9 am- Noon

For ages 5-12

**COST PER  
CLASS**

\$10, BHPFA  
members get  
15% off

**REGISTRATION  
REQUIRED**



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

**LOCATION**

Circle Z Ranch Outdoor  
Learning Area, Custer, SD

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

**MONTHLY TOPICS**

**JANUARY 29**

Nature Observation Skills

**FEBRUARY 26**

Black Hills Mammals

**MARCH 26**

Outdoor Survival Skills

**APRIL 29**

Spring Changes

**MAY 28**

Voices of Nature

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



BLACK HILLS  
PARKS &  
FORESTS  
ASSOCIATION

THE  
TRAILHOUSE  
a creative gathering space  
[www.trailhousearts.com](http://www.trailhousearts.com)

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



AMFW WITD

50% off Winter Sale

224 MAIN STREET HILL CITY SD

Mon-Sat 10am-6pm | Sun 10am-4pm



35% OFF *Etsy*

# Valentine's DAY SALE

JANUARY 14 - FEBRUARY 14

Shop online & save on beautiful handcrafted jewelry!



VISIT US AT

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

# BINGO! at the BEACON

WEDNESDAYS AT 6:30PM

CASH PRIZES • PROGRESSIVE JACKPOTS  
SUPPORTS LOCAL NON-PROFITS



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

---

# Job change?

Whether retiring or changing jobs, you'll want to know your retirement account options.



There are four potential options for your 401(k) when leaving an employer:

- Leave it in your former employer's 401(k) plan, if allowed by the plan.
- Move it to your new employer's 401(k) plan, if you've changed employers and your new employer plan allows for it.
- Roll the account over to an individual retirement account (IRA).
- Cash it out, which is subject to potential tax consequences.

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We can talk through your financial goals and find the option that works best for you.



**Jared N Slagle**  
Financial Advisor

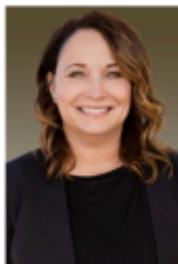
P O Box 528  
Custer, SD 57730  
605-673-4092



## Build the future of your dreams with us.

Whether it's investing some extra income, preparing a future for your family with your retirement secured, or saving for a home or education costs, we're here to coach you through it.

Contact us today to start creating a financial strategy tailored to your specific needs.

**Kris Zerbe, AAMS®**

Financial Advisor

P O Box 528

Custer, SD 57730

605-673-4092



## New Seasonal Hours

**MONDAY : 11AM - 4PM**

**TUES - THURS : CLOSED**

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

**SUNDAY : 12PM - 4PM**

**507 MT RUSHMORE RD CUSTER, SD**



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



# CUSTER COUNTY CWPP

## Community Wildfire Protection Plan

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

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

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

**Survey Topics:**

- county wildfire risks
- landowner mitigation
- evacuation planning



Scan for Survey



**What is included in a CWPP?**

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

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

 Bintel Inc

[Take Survey](#)

# LOVE LOCAL GIVE LOCAL

HELP LOCAL PROJECTS THAT MATTER TO YOU  
& YOUR BUSINESS!

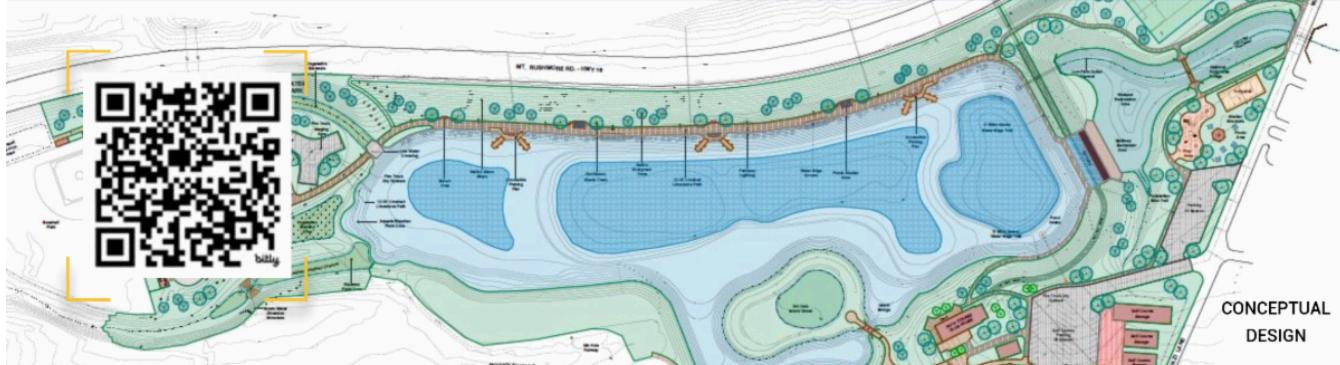
CHAMBER MEMBERS:  
PLEASE CONSIDER A BUSINESS DONATION

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:** Fri., Jan. 23, 2026

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

## PRESS RELEASE

### Forest Service News Release

Contact Title: National Press Desk  
[SM.FS.pressoffice@usda.gov](mailto:SM.FS.pressoffice@usda.gov)

## USDA Forest Service issues revised oil and gas leasing rule

*New rule speeds leasing and permitting for federal oil and gas development*

(Washington, D.C., Jan. 27, 2026) — The U.S. Department of Agriculture’s Forest Service finalized revisions to its regulation governing federal oil and gas resources on National Forest System lands. The revision modernizes and streamlines the process for managing energy development across millions of acres.

U.S. Secretary of Agriculture Brooke L. Rollins and Interior Secretary Doug Burgum announced the updated rule today, emphasizing the Trump Administration's joint commitment to eliminating outdated and burdensome processes and advancing President Donald J.

### Trump's Executive Orders on Declaring a National Energy Emergency and Unleashing American Energy.

"President Trump has made it clear that unleashing American energy requires a government that works at the speed of the American people, not one slowed by bureaucratic red tape," said Secretary Brooke Rollins. "This rule gives energy producers the certainty they need to expand supply to make energy more affordable, create jobs, and ensure America remains the dominant force in global energy markets - all while safeguarding forests and communities. Energy security is national security. These revisions create clarity and alignment across federal agencies, allowing our teams to move swiftly on leasing and permitting so American families and businesses can rely on affordable, dependable energy, while continuing to be good stewards of our public lands."

"We are replacing the Biden administration's bureaucratic delays with American innovation and efficiency," said Secretary Doug Burgum. "These new rules provide the certainty needed to boost production, slash energy costs, and guarantee our global leadership.

By streamlining permitting and cutting bureaucracy, we are lowering costs for families, creating jobs, and securing our nation all while protecting our public lands."

The final rule (36 CFR 228 Subpart E), now published in the Federal Register, updates and simplifies federal oil and gas leasing procedures, allowing the Forest Service and Bureau of Land Management (BLM) to seamlessly coordinate when issuing permits. By establishing a single, clearly defined leasing decision point and reducing duplicative analysis, the rule improves response times to industry requests, helps reduce longstanding backlogs, accelerates lease issuance, and supports the timely processing of applications for permits to drill.

Under federal law, the Forest Service manages the surface estate of National Forest System lands, while the BLM manages the subsurface mineral estate. The two agencies work together to develop permitting conditions under their respective authorities.

Currently, 5,154 federal oil and gas leases cover approximately 3.8 million acres (about 2%) of National Forest System lands. Of these, roughly 2,850 leases spanning 1.8 million acres across 39 national forests and grasslands contain producing federal oil or gas wells.

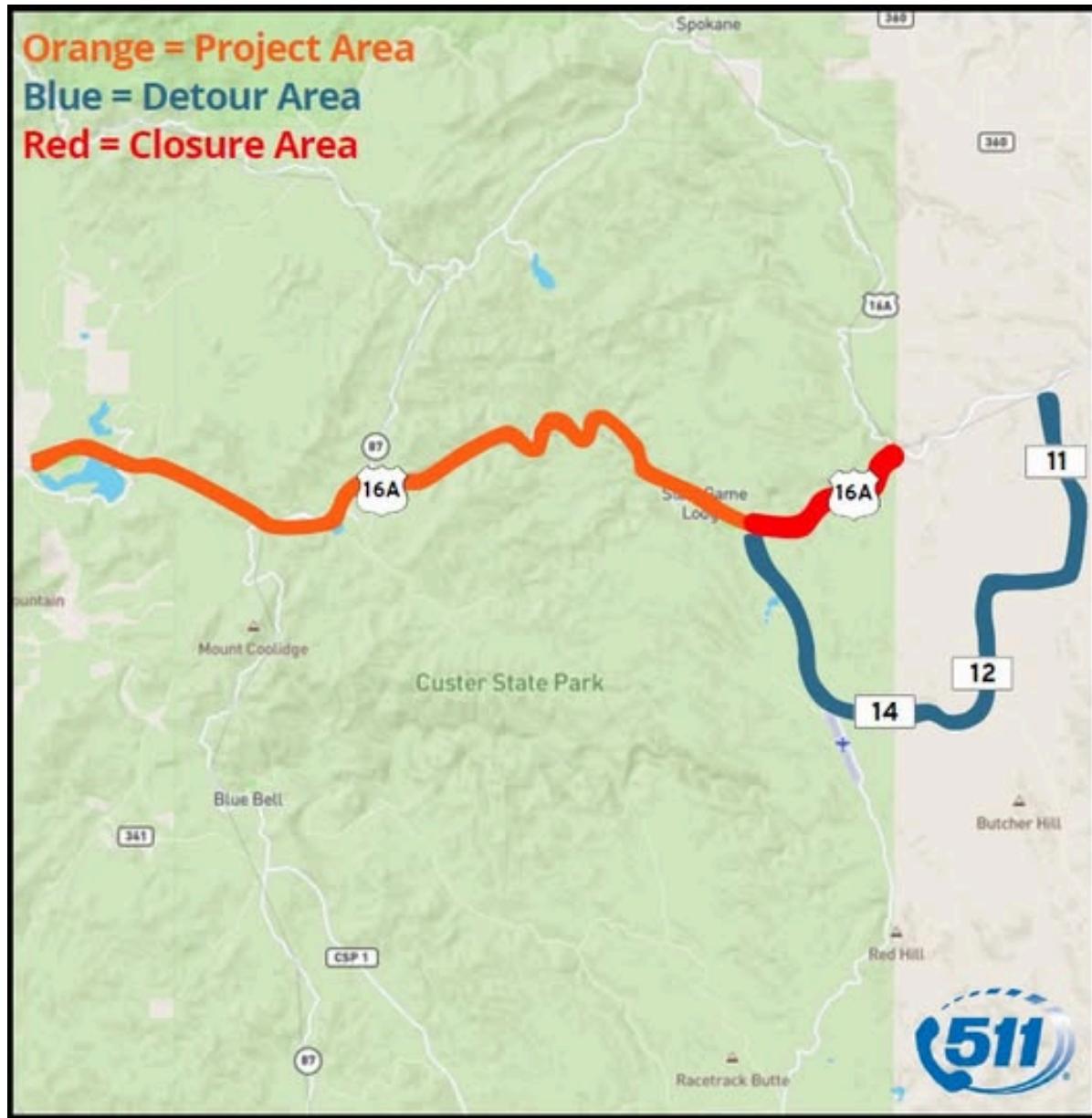
**About the Forest Service:** The USDA Forest Service has for more than 100 years brought people and communities together to answer the call of conservation. Grounded in world-class science and technology— and rooted in communities—the Forest Service connects people to nature and to each other. The Forest Service cares for shared natural resources in ways that promote lasting economic, ecological, and social vitality. The agency manages 193 million acres of public land, provides assistance to state and private landowners, maintains the largest wildland fire and forestry research organizations in the world. The Forest Service also has either a direct or indirect role in stewardship of about 900 million forested acres within the U.S., of which over 130 million acres are urban forests where most Americans live.

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Orange = Project Area

Blue = Detour Area

Red = Closure Area



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

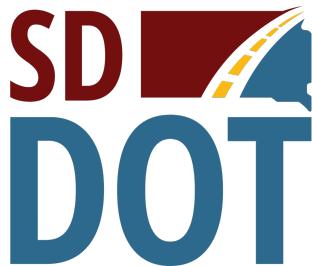
During the Highway 16A closure, there will be a detour in place. The detour route is from the intersection of S.D. Highway 36 and Custer County's Ritterberger Road, south two miles to Cobb Road intersection, west one mile on Cobb Road, south one and one-half miles on Cobb Road to the intersection of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

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

The overall project completion date is October 2026.

#SDDOT #SD511

# South Dakota DOT Update



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

**CLOSURE E**

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

\*Local access to Victoria Lake Road maintained

**SD DOT**

**US 385**

A map of U.S. Highway 385 in South Dakota. The highway is shown in yellow. A red line segment on the highway indicates the location of Closure E, which runs from the Pactola Dam area to Custer Gulch Road. The map also shows the Pactola Reservoir to the north, Sheridan Lake to the west, and Rapid City to the east. A legend in the bottom right corner identifies the red line as a "Road Closure" and the yellow line as a "Detour".

**LEGEND**

Road Closure

Detour

## Project Update

Friday, Jan. 23, 2026

### Current Construction:

- Closure E (Pactola Dam to Taylor Ranch Road) is currently in place and ends on Friday, March 6, 2026. Outside of the closure area, construction crews are continuing work on the roadway.
- The driving surface within the construction area is a combination of pavement, blotter (a hard, packed surface that resembles asphalt), and gravel. Portions of U.S. Highway 385 are gravel, including the segment from Wrinkle Valley Road to  $\frac{1}{2}$  mile from South Sanders Ranch Road, and the segment from Sheridan Lake Road to  $\frac{1}{2}$  mile to the north.
- The contractor is placing topsoil along the roadway from Sheridan Lake Road to Custer Gulch Road. Pilot cars, with wait times of up to 15 minutes, are being used within the construction area as needed during working hours.

- In the event of winter weather, the South Dakota Department of Transportation will plow and maintain the construction area, as well as Custer Gulch Road.

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



[View Construction Updates](#)



## Construction Zone Reminders



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

## Stay Connected

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

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

## HWY 385 ROUTING INITIATIVE

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

*Visit Route Reimagined*



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

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



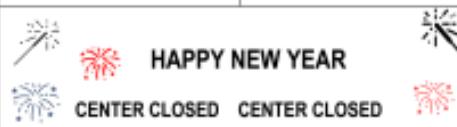
## Custer Senior Center

January Activities

# Custer Senior Center Activities Calendar - January 2026

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

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		<b>PRAIRIE HILLS TRANSIT BUS</b>				
		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				
<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>
	7:00 AM Physical Fitness 8:00 AM Morning Coffee 9:00 AM Men's Pool <b>9:00 AM WAYS &amp; MEANS MEETING</b> 12:00 AM Pinochle	7:00 AM Physical Fitness 8:00 AM Morning Coffee <b>9:00 AM TAKE DOWN &amp; STORE DECORATIONS</b>	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 <b>9:00 AM-NOON CINNAMON ROLLS</b> 11:00 AM STRENGTH, STEP, STRETCH 12:30 PM Bingo 2:30 PM NEWSLETTER TEAM MTG	
<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b>	<b>17</b>
	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 <b>9:00 AM BOARD OF DIRECTORS MEETING</b>	1:00 PM Ladies' Billiards	TRANSIT BUS TO RAPID & RETURN 7:00 AM Physical Fitness 8:00 AM Morning Coffee <b>11:00 AM-1:00 PM SOUP &amp; PIE EVENT</b>	7:00 AM Physical Fitness 8:00 AM Morning Coffee <b>9:00 AM-NOON CINNAMON ROLLS</b> 12:30 PM BINGO HOLIDAY PARTY	<b>BURNING BEETLE</b>
<b>18</b>	<b>19</b>	<b>20</b>	<b>21</b>	<b>22</b>	<b>23</b>	<b>24</b>
	<b>MARTIN LUTHER KING, JR DAY (Center Open)</b> 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 <b>12:00 PM MEMBER POTLUCK</b> <b>1:00 PM STORYTELLER LINDA HASSELSTROM</b>	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 <b>9:00 AM-NOON CINNAMON ROLLS</b> 11:00 AM STRENGTH, STEP, STRETCH 12:30 PM Bingo	
<b>25</b>	<b>26</b>	<b>27</b>	<b>28</b>	<b>29</b>	<b>30</b>	<b>31</b>
	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 <b>9:00-NOON CINNAMON ROLLS</b> 12:30 PM Bingo	



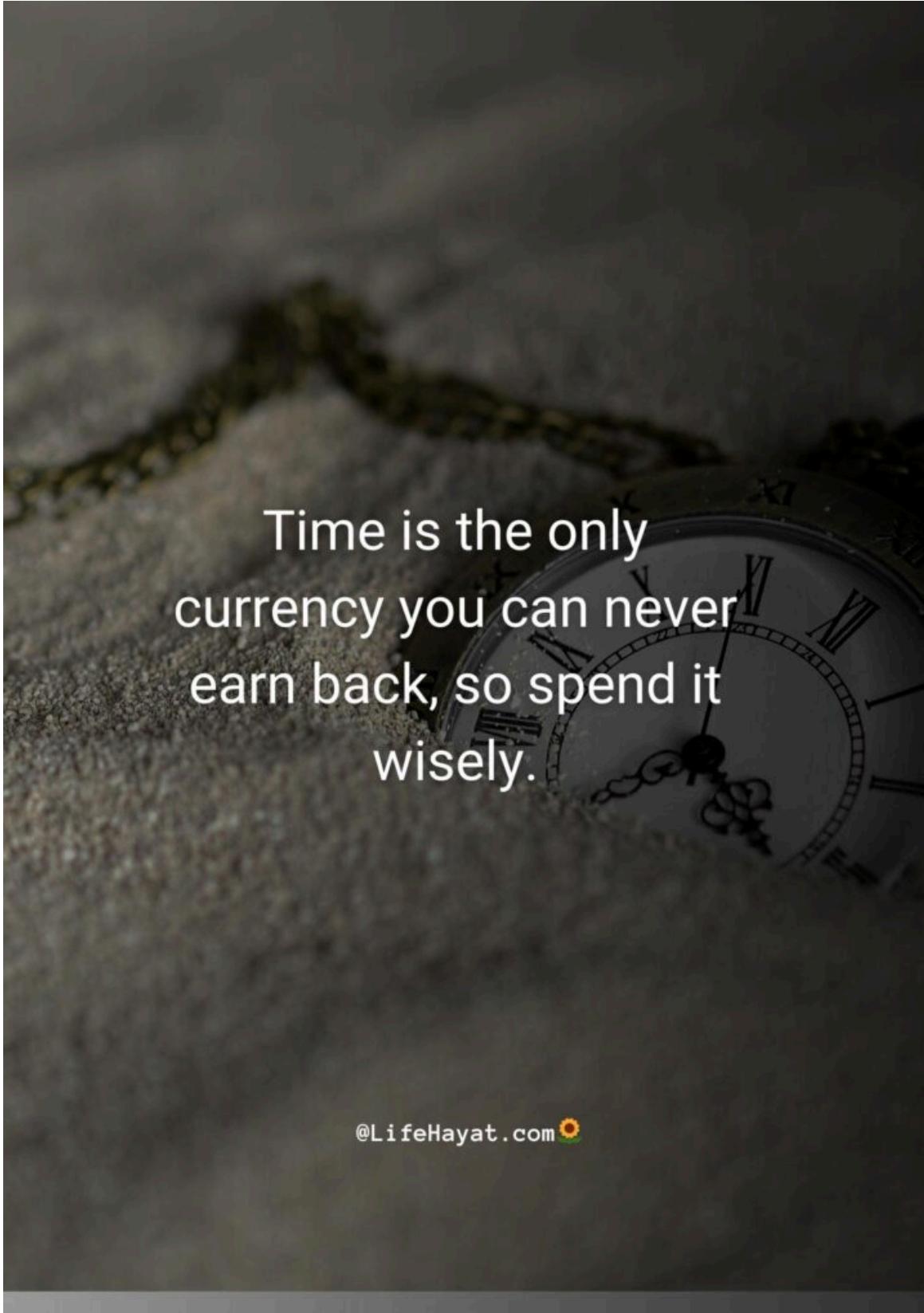
**HAPPY NEW YEAR**

**CENTER CLOSED CENTER CLOSED**



[Latest Newsletter](#)

**WEEKLY INSPIRATION**



Time is the only  
currency you can never  
earn back, so spend it  
wisely.

@LifeHayat.com 

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**HELP WANTED**

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## 🌟 WE'RE HIRING! 🌟

Looking for a fun, high-energy person to join our team at Xtreme Sport! 🌟

If you can multi-task, serve beer 🍺, throw food in the oven 🍕, and show guests how to play our simulators 🎮, we want YOU!



🕒 Openings: Monday – Thursday, 10:30 AM – 8/9 PM  
Come be part of the action and make work feel like play! 💪



✉️ Apply in person or DM us for more info!



# NOW HIRING



**The Custer YMCA is now hiring childcare positions!**

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

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



**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](mailto:custereye@gwtc.net)

## Volunteer Recreation Position Open in the Southern Black Hills



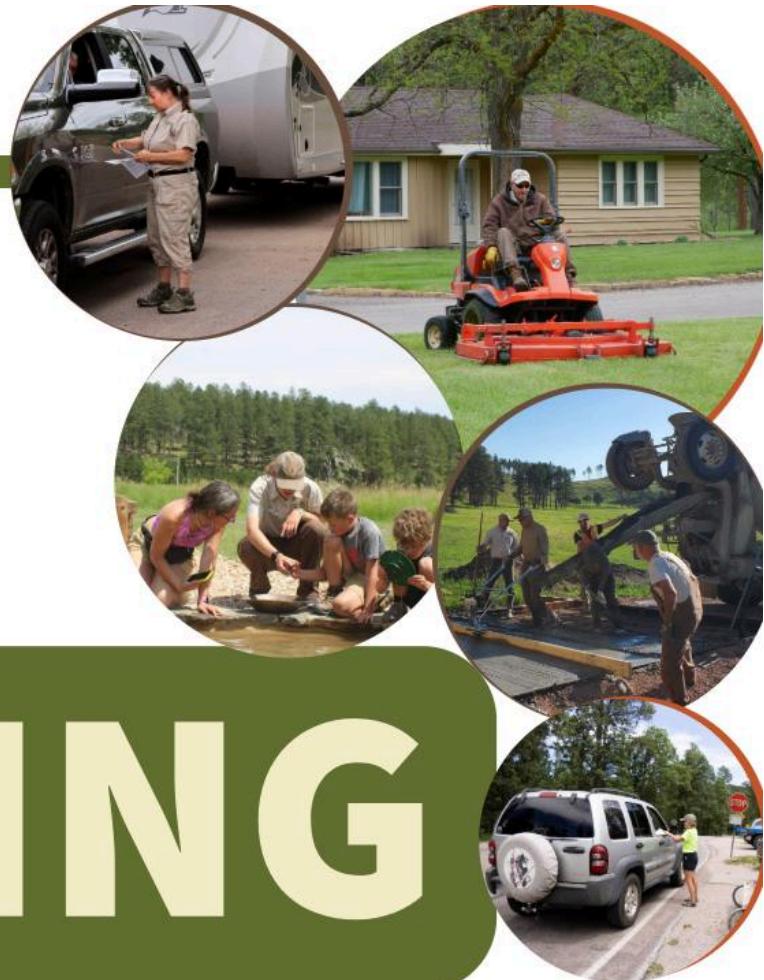
Looking to spend your summer in the beautiful Black Hills? If so, you may be interested in a new volunteer vacancy announcement for the southern hills. The Black Hills National Forest and Nebraska National Forests and Grasslands are teaming together to host some volunteers to help at various recreation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

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



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

# WE ARE HIRING



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

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

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

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

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

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

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

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

**#HiFromSD #SDInTheField #DiscoverBlackHills**

View job descriptions and apply with the links below:

Naturalist - <https://bit.ly/4q4jnY0>

Custer State Park Campground Attendant - <https://bit.ly/48FUiNr>

Gate Attendant/Information - <https://bit.ly/4oTs2LV>

Ground Maintenance - <https://bit.ly/4j0sgiZ>

Resource Technician Crew Leader - <https://bit.ly/4pHtC55>

Resource Technician - <https://bit.ly/4s1yROj> See less

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

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

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

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

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CARSON DRUG

# WE ARE HIRING

Don't miss this opportunity

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

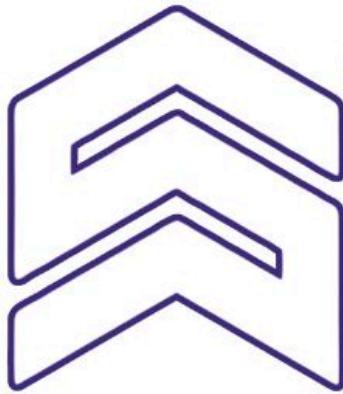
- Stop in to apply in person
- Send Your CV to Colby at  
[Carsondrug@gwtc.net](mailto:Carsondrug@gwtc.net)
- Apply on Indeed





PAIN & MOVEMENT  
**SOLUTIONS**

**JOIN OUR TEAM!**



**CUSTER, SD**

## **PHYSICAL THERAPIST**

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

**Email [office@painandmovementsolutions.com](mailto:office@painandmovementsolutions.com) to learn more.**



# WE ARE HIRING

## Physical Therapist Aide

Custer Location

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

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

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



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

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# The Dragonfly Restaurant



# Hiring

**Full Time  
Dishwasher      \$13hr**

**Wednesday-Sunday**

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

**Call: 605-890-0950**

Want to Work With Us?

We're  
Hiring!





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

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



# HELP WANTED

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

**APPLY TODAY**

*CUSTERCANDYCO@GMAIL.COM*

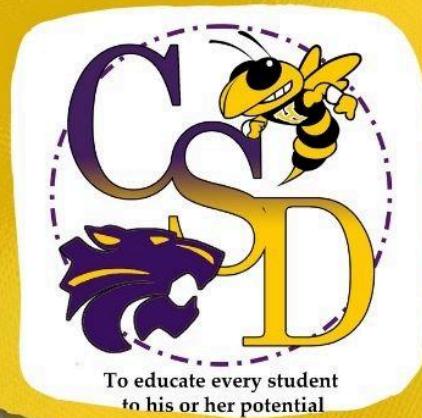
# Outlaw Ranch



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

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

# Join Us.



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



## Current Openings:

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

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

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

**Chamber Staff & Board of Directors**



## ***CHAMBER STAFF***

**Dawn Murray**  
Executive Director  
***dmurray@custersd.com***

**Fred Baumann**  
Information Associate  
***fbaumann@custersd.com***

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

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

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

Joel Behlings  
Information Associate  
***info@ustersd.com***

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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](mailto:dmurray@ustersd.com) /ustersd.com

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