

Buffalo Bytes

www.Custersd.com



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

Thank you!

CUSTER CONNECTIONS

The **Hidden Shift** Every Growing Business Owner Faces



If you're a small business owner, you probably didn't wake up one morning and declare, "Today, I'm going to be an executive." That would've required time for reflection and who has that when you're running a business? Most entrepreneurs don't get that luxury. One day you're making the thing, selling the thing, fixing the thing, or delivering the service. The next day you're managing schedules, answering payroll questions, resolving customer issues, and trying to figure out why the printer refuses to cooperate with the accounting software.

Somewhere along the way, you stopped being the person who does the work and became the person responsible for making sure the work happens. This is the moment many small business owners quietly become what could best be described as the Accidental Executive. You may never call yourself a CEO. In fact, most owners of small and mid-sized businesses would laugh at the idea. But if you're overseeing staff, coordinating multiple functions of the business, making financial decisions, and setting direction for the future, you're already operating at an executive level whether the title exists or not.

The Maker Phase

Nearly every small business begins in what could be called the "maker phase." A person has a skill, a craft, or a service people want. A baker opens a shop. A contractor starts taking on projects. A designer begins freelancing. A consultant lands their first few clients. In this phase, success comes from being good at the work itself. You're the engine of the business. If you stop producing, the business stops moving. You're also trading time for money and since there is a limited number of hours in the day, you can only grow so much under that structure.

For many entrepreneurs, this stage feels natural. The work is familiar. The results are visible. Effort goes in and something tangible comes out.

But there is another dynamic at play in those early days.

Most of your first customers aren't buying because of a sophisticated marketing plan. They buy because they know you. They trust you. Someone recommended you. Maybe they met you through a community group, a chamber event, or a mutual connection.

You shake their hand. You show up personally. You solve their problem.

Those early relationships become the foundation of the business. They lead to repeat customers and referrals. In the beginning, your reputation travels faster than your marketing.

Then something interesting happens.

Customers start showing up more often.

The business grows.

And suddenly you can't do everything anymore.

The First Hires Change Everything

Hiring the first employee is a proud moment. It signals growth and momentum. But it also quietly shifts your role.

Now someone needs direction, training, and feedback. There are schedules to approve, paychecks to process, and questions to answer.

Multiply that by three, five, or ten people and the nature of the job changes entirely.

The owner is no longer producing the work. You're coordinating it.

Many business owners still think of themselves as the primary worker in the business even after this shift happens. But if your day is filled with conversations, decisions, troubleshooting, and planning instead of the original craft, the role has already changed. You are no longer the maker. You're the person running the operation. And you need to make that transition if you want to grow.

When Clients Miss Seeing You

There is another subtle shift that often surprises growing businesses.

In the early days, customers bought directly from you. They saw you on every visit. You answered the phone and handled the details. You were the face of the service.

As the business grows, that changes. Employees begin doing the work. New team members show up at client sites or in the store. You become the person overseeing the business rather than the person performing the service.

Often longtime clients feel that change. They might say something like, "We never see you anymore," or "We miss working with you." It's not necessarily a complaint. It's simply a reflection of change and people don't always like change. The client trusted you personally, and now the relationship is shifting from a one-to-one connection to a relationship with the company.

For many owners, this moment feels uncomfortable. It can create a sense that something important is being lost.

But it doesn't have to be.

The key is making sure the client's trust transfers from you to the organization.

One simple way to do this is to intentionally introduce your team as an extension of you. Let clients know who will be working with them and why you trust that person. Share their strengths. Position them as capable professionals, not just employees filling in for the owner.

At the same time, maintain a visible presence in the relationship. A quick check-in call, a brief email after a project, or an occasional visit can reassure clients that you are still engaged and accountable. You may not be doing the work personally anymore, but they are still guaranteeing the quality of the work.

The Uncomfortable Truth

This stage can feel frustrating because the skills that made you successful early on are no longer the skills the business needs most. Being a great mechanic does not automatically prepare you to manage technicians, negotiate vendor relationships, and analyze pricing strategies.

Being a talented photographer does not immediately translate into managing a studio schedule, marketing campaigns, and customer service policies.

Running a growing business requires a completely different set of abilities. Leadership. Communication. Delegation. Decision-making. Strategic thinking.

These are executive-level skills, even if the business only has a handful of employees.

The uncomfortable truth is that many owners are never formally taught how to make this transition. Most are figuring it out in real time while trying to keep the business moving forward.

Why This Transition Matters

When business owners don't recognize their role has changed, they often continue trying to operate as the primary worker while also managing the entire organization.

That combination rarely works for long.

Owners become overwhelmed. Employees feel micromanaged and confused about their role.

Recognizing the shift from maker to accidental executive allows owners to approach their role differently. Instead of trying to do everything personally, the focus moves to building systems, developing people, and creating structure that allows the business to operate effectively. Your work becomes less about personal output and more about guiding the entire operation.

Over the course of your business' lifetime, your role will likely transition several times from doer to manager to executive leadership where operational duties fall to others.

The Chamber Can Help

This is exactly where business networks and community support become valuable.

Many small business owners are navigating these leadership shifts. Connecting with other business owners provides perspective that cannot be found inside the walls of your company.

Conversations at networking events, leadership programs, workshops, and peer groups often reveal something powerful. Nearly everyone is figuring it out as they go. Hearing how other owners approached hiring, delegation, growth, and leadership challenges can shorten the learning curve dramatically. The chamber environment creates space for those conversations to happen (and sometimes the leadership training too).

The Title Isn't the Point

Whether someone calls themselves an owner, founder, partner, or president does not really matter. What matters is recognizing the moment when the business begins requiring executive-level thinking.

Once you shift from doer to manager (or exec), the path forward changes. The goal is no longer simply doing the work well. The goal becomes building a business where many people can do the work well and thrive. That's the real difference between doing a job and leading an organization.

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: @tellyourstorygetemalking

Instagram: @christinametcalfauthor

LinkedIn: @christinametcalf5



Dawn Murray
Executive Director

2026 EVENTS CALENDAR

A full list of 2026 events by the Chamber and other organizations.

[Click to download calendar](#)

MARK YOUR CALENDAR

March 19th

Chamber Mixer
hosted by Custer's Rendezvous
5:00PM-7:00PM

April 9th

Spring Fling
At Laughing Water Restaurant
5:00PM-7:00PM

IMPORTANT ANNOUNCEMENTS

Chamber Mixer



CUSTER
Chamber of Commerce

Hosted By:



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

Held At Custer Rendezvous

537 Mt Rushmore Rd, Custer, SD 57730

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



Spring Fling Raffle Baskets Needed!

We are getting ready for **Spring Fling** and are looking for businesses and organizations to donate **raffle baskets!** This is a great opportunity to **showcase your business** while supporting a fun community event.

Raffle baskets are a perfect way to promote what you offer — include products, gift cards, coupons, swag, or anything that highlights your business. Your donation will be displayed during the event and seen by both locals and visitors. If you would like to contribute a basket, please contact the Chamber or stop by to let us know.

Thank you for helping make **Spring Fling** a success!

Thank You Your Service



*For your courage and dedication,
we are forever grateful.*



Progress Edition

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

Custer County Chronicle

HILL CITY
Prevailer♥News

Progress 2026

Coming Wednesday, April 15

This is your opportunity to tell everyone about your business!
Deadline is April 3, 2026



Full color included in all ad prices!

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

<p>Full Page Size 10" wide x 20.8" tall</p>	<p>1/2 Page Size 10" wide x 10.5" tall</p>
	<p>1/4 Page Size 5" wide x 10.5" tall</p>
	<p>1/8 Page Size 5" wide x 5.25" tall</p>

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

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

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



**Dakota Greens
Custer Greenhouses
& Nursery** INC.
BRINGING BEAUTIFUL GARDENS

Call Us: 605-673-2510 Email Us: Dakotagreensofcuster@live.com

CELEBRATE CUSTER

IN RED, WHITE, AND BLUE



As the city transitions away from managing the baskets, we're making it easy for businesses to continue the service you've always enjoyed. Bring patriotic spirit to every corner of Custer as our community honors our nation's 250th anniversary.

Our Celebration Baskets deliver vibrant color, water-saving performance, and a festive touch to storefronts and public spaces all season long.

Celebration Basket — \$75

A beautiful red, white, and blue water-saving basket designed to thrive from spring through fall.

Perfect for showing your pride and brightening the streets during this milestone year.

LET US HANDLE THE HARD WORK SO YOUR BASKETS STAY HEALTHY, COLORFUL, AND CELEBRATION-READY ALL SUMMER.

WORRY-FREE WATERING SERVICE \$100 per basket

Upgrade to our full-season care package and enjoy stunning baskets without the upkeep. Service runs May through September—from Memorial Weekend to the Buffalo Roundup, weather permitting.

What's Included

- Consistent watering throughout the season
- Full maintenance and care
- Guaranteed replacement if damaged by hail, wind, or severe weather

Space is limited

Scan the QR code to Reserve Now

Patriotism in purchasing locally grown plants from your hometown greenhouse is very much appreciated!



Order your Today!

Spring Fling Sponsors Needed

Sponsoring this event is an opportunity to showcase your business and show your community support. Your sponsorship will be announced during the banquet and printed on all published materials.

Gold Sponsor ~ \$350
includes 3 free meals

Silver Sponsor ~ \$250
includes 2 free meals

Bronze Sponsor ~ \$150
includes 1 free meal

If you are interested in being a sponsor,
contact Dawn at dmurray@custersd.com or 673-2244



2026 Chamber's Annual Spring Fling



**Thursday, April 9
at Laughing Water Restaurant**

5:00pm Social Hour

6:00pm Heavy Hors D'oevres

\$50 per person

includes drink ticket

Please RSVP to Dawn by April 2nd
dmurray@custersd.com or 673-2244

CUSTER



OFF-ROAD RALLY

JUNE 12-14-2026

2026



Register Now!

For more information:

custersd.com/events/custer-off-road-rally

Register Now

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 10- STARR INSURANCE



Follow Us on Facebook & Instagram



Chamber Board Meetings

April 15th

WEEKLY HUMOR





Welcome New Members



KND Accounting Solutions
Weather Tite Exteriors
Black Hills Lifestyle Magazine

Wild Spruce Market

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☀️

Hjem A.M.

This week we're shining the spotlight on one of Custer's beloved breakfast destinations — Hjem A.M.

Hjem A.M. opened its doors on April 13, 2022, bringing a warm, welcoming breakfast experience to our community. The name “Hjem” means “home” in Danish, and that feeling is exactly what owners Erik Hjortnaes and Camillia set out to create.

Executive Chef Erik Hjortnaes came to the Black Hills from California, while Camillia, known for her friendly smiles and heartwarming hugs, hails from Minnesota. The two quickly fell in love with the beauty of the Black Hills and the incredible community in Custer. Before long, Custer became a special place in their hearts — and they made it their home.

“We wanted to bring good food and a comforting environment into our restaurant. We wanted everyone to feel at home.”

At Hjem A.M., guests can enjoy sensational breakfast entrées, delicious appetizers, and exceptional service that keeps locals and visitors coming back again and again. If you're looking for a culinary adventure served with a welcoming smile, they'll gladly save you a table.

Exciting News!

Hjem A.M. has also been named a semifinalist and is officially in consideration for an award at the 2026 James Beard Awards—one of the most prestigious honors in the restaurant industry!

The James Beard Awards recognize excellence across the culinary world, including Restaurant and Chef Awards, Media Awards, and Achievement Awards. Hjem A.M. earned its nomination in the Best Chef: Midwest category, representing Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota, and Wisconsin—an incredible accomplishment and a point of pride for our entire community!

Next time you're in town, stop by Hjem A.M., enjoy an unforgettable breakfast, and experience the hospitality that truly makes you feel at home.



2026 Custer
Chamber

Member Spotlight



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

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

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

AREA EVENTS



THE Reboot *Together* **PLACE**

This spring, hit reset with the Y. Join a community that supports your goals and helps you find your stride again.

From giving back to moving you forward — discover your place and potential at the Y.

- Summer Swim Lessons for all ages
- Over 33 types of group exercise classes to choose from including boot camp, active older adults, cycling & more!
- Youth sports: Volleyball, Basketball, T Ball & Junior Golf

Custer YMCA
605-673-5134 ▶ ymcabh.org

JOIN NOW FOR FREE
THRU APRIL 30th

**JOIN
TODAY** 



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

HAVE FUN LET LOOSE MAKE FRIENDS



St. Patrick's Themed Skate Night CUSTER YMCA

The Custer YMCA is hosting monthly Skate Nights! Drop your kids off for a night of fun in a safe, semi-structured environment. Come just as you are, or dress to impress for the current themed Skate! Check out our web site or Face Book page for current Skate Night themes & programs!

- Develop Stability, Balance, Hand & Eye Coordination—Great Exercise!
- Fun Atmosphere
- Games
- Concessions Available

WHEN: FRIDAY, March 20, 2026

TIME: 5:30–8:30 p.m.

FEE: YMCA Members: Free Entry, \$1 Skate Rental
Non-Members: \$5 Entry, \$3 Skate Rental

LOCATION: CUSTER YMCA
644 Crook Street
Custer SD 57730
605.673.5134



*Parent/Guardian must sign children in & out.

*No Outside Food

*No Cell Phones allowed in the gymnasium during skate night

<http://www.rcymca.org>

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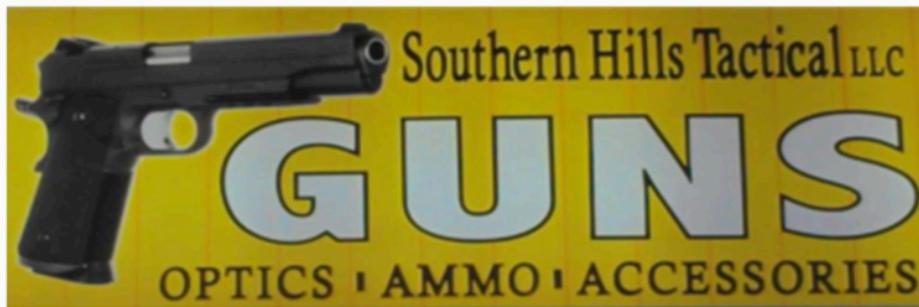
Custer State Park Presents A

BLUE BIRD BOX BUILDING WORKSHOP



MARCH 21ST | 10:00 A.M. OR
MARCH 22ND | 10:00 A.M.
CREEKSIDE LODGE

*Registration is Required and
*Bring your own Hammer



South Dakota Enhanced Conceal Carry Class

This is a One day Class

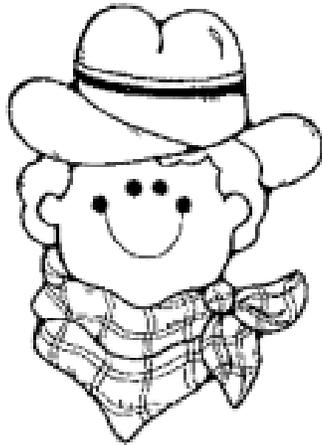
Saturday Mar 21st 2026 9:00am to 4:30pm

The Enhanced Permit allows you carry in 39 states including
MN, NE, WI, NV, NH, WA, NM and SC

Class size is limited so register early.

For additional information or to register for the class you may
contact the instructor at www.sodakian.com, contact us at

605-673-3222 or by e-mail at
southernhillstactical@gwtc.net



**JUNIOR KINDERGARTEN and KINDERGARTEN ROUNDUP
AND
REGISTRATION**

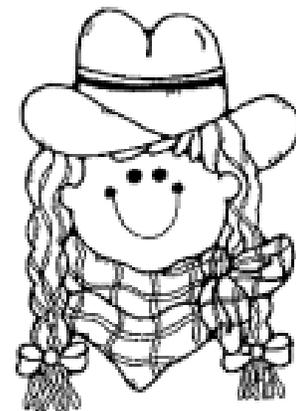
**Wednesday and Thursday, March 25 & 26, 2026
Children from the Custer Area**

**Roundup will be held at the
Custer Elementary School
1415 Wildcat Lane**

Call (605)673-4483

- WHO:** Children turning 5 on or before Sept. 1, 2026 come at their chosen appointment time. Parents attend also.
- WHAT:** A time to learn about child development and receive an evaluation of your child's strengths and needs. A nurse will be available to check vision and hearing. Please bring your child's updated immunization record and a certified birth certificate.
- WHEN:** March 25 & 26, 2026. Appointments are necessary. Please allow at least an hour.
- WHERE:** Custer Elementary School. Please enter the front of the school facing the high school.
- WHY:** To become acquainted with school staff; to learn what school programs are available, to have your child participate in a developmental "check-up"; to confer with a kindergarten teacher; and to pre-register for junior kindergarten or kindergarten.
- o If you have questions or wish to make an appointment, call (605) 673-4483
 - o Please pass the word to friends and co-workers with young children.
 - o Attendance is important for children eligible to enter Junior Kindergarten and Kindergarten in the Fall of 2026.

Thank you for your interest and support!



JOIN US FOR

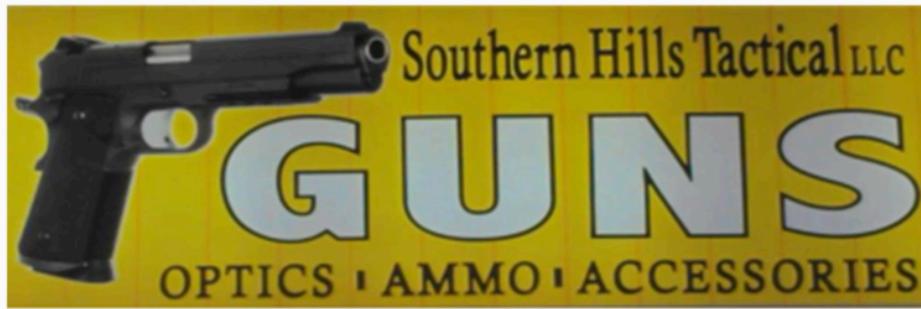
The Great Custer Easter Egg Hunt

ORGANIZED BY:  **State Farm**[®]
IN CUSTER

MARCH 27TH
4PM-6PM

750 W. Mt. Rushmore Road
Unit 6





South Dakota Enhanced Conceal Carry Class

This is a One day Class

Saturday Mar 28th 2026 9:00am to 4:30pm

The Enhanced Permit allows you carry in 39 states including
MN, NE, WI, NV, NH, WA, NM and SC

Class size is limited so register early.

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



**BULAWA ONLINE
AUCTION**
NEWCASTLE, WY.
ONLINE BIDDING CLOSSES
TUESDAY MARCH 31, 4:00 PM
WWW.BRADEENAUCTION.COM



QB CLASSES & EVENT

★
MARCH 2026 - QUILTED BUFFALO

3/4/26

TEMP QUILT & WANDERER'S WIFE
MEET UP

3/7/26

OPEN SEW WITH KAY

3/19/26

BH SHOP HOP MARCH 19 - APRIL 4

3/28/26

SCRAPPY SNOWBALL FUN
WITH LAURA

3/31/26

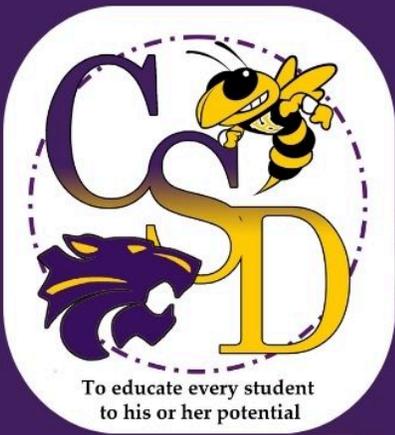
EOM/EOB SALE

SPRING CLEANING SALE THROUGH
OUT THE MONTH OF MARCH!!

PRE-REGISTRATION IS REQUIRED FOR
CLASSROOM EVENTS AS SPACE IS LIMITED.
RESERVE YOU TABLE NOW!!

REGIST NOW!

WWW.QUILTEDBUFFALO.COM



**IMPORTANT REMINDER:
CLOSED FOR
SPRING BREAK!**

*Have a
safe & wonderful
break!*



CUSTER SCHOOL
DISTRICT

NO SCHOOL

**APRIL 2 ~
APRIL 6**

**SCHOOL RESUMES
TUESDAY, APRIL 7, 2026**





BUNNY BASKET DESIGN CLASS

APRIL 3 (5:30P) & APRIL 4 (1P)
\$50 | PRE-REGISTRATION REQUIRED

21 N. 4TH STREET, CUSTER
(605) 673-3549
PETALSANDPAGESOFSD.COM



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

AN EGG-CITING EASTER EGG-STRAVAGANZA

CUSTER YMCA
THE CUSTER VFW POST #3442
ENCORE ENERGY

Hop on over to Harbach Park across from the Custer Chamber of Commerce. Bring your baskets and be ready to collect eggs stuffed with special treats courtesy of the Custer VFW Post #3442 and EnCore Energy. Have your camera ready & snap a photo with the Easter Bunny! This event is free for all children ages 0 to 8 years old. No registration is required.

DATE: SATURDAY, APRIL 4, 2026
TIME: 9:00 AM
FEE: FREE
AGES: INFANT – 3RD GRADE
LOCATION: HARBACH PARK
(Across from The Custer Chamber of Commerce)
Washington Street
Mickelson Trail
Custer, SD 57730
605.673.5134
<http://www.rcymca.org>



111237 04/12



CUSTER PACK WALK

Meets the 1st Saturday of every month. Weather & holiday permitting



A fun, FREE, pack walk around different parts of our town! No Reservation Required, Please bring your own water bowl/water, proof of vaccines and poo bags. No overly reactive or aggressive dogs. All pets must stay on a leash.

Each month could have a new meetup location!
Be sure to follow our page and don't miss out!

Saturday, April 4th, 2026 @ Stockade Lake

2:00 pm



Call or Text Us
605-503-3163

Visit Our Website
www.droversridgeoes.com



SPRING FLING FUN & *Glow Egg Count*

APRIL 4 & 5  9AM TO 5PM
\$5 OR FREE WITH WRISTBAND PURCHASE



RECOMMENDED FOR AGES 12 & YOUNGER



FIRST 500 CHILDREN GUARANTEED A PRIZE



BLACK HILLS
**PARKS &
FORESTS**
ASSOCIATION

Spring Workshops

Wind Cave National Park

April 18 | 9:00 am- 3:00 pm

Nature's Clues: Animal Tracks & Signs — We'll uncover the hidden lives of animals through the clues they leave behind.

May 9 | 9:00 am - 1:00 pm

Learning the Language of Nature — We'll learn how to tune into the communication systems of animals and begin to "read" the landscape through sound and behavior.

BHPFA

members get

15% off!

Adult (18+): \$40

Children: \$20

Ages 8 and up recommended

Register Here!



Our workshops feature:

- Hands-on activities
- Take-home skills
- A memorable guided adventure at Wind Cave!

BHPFA an official
partner of
Wind Cave
National Park



BHPFA.org | 605-745-7020 | bhpf@blackhillsparks.org

Join Us to Celebrate

\$100 MILLION
AND COUNTING...

Local giving. Lasting impact.

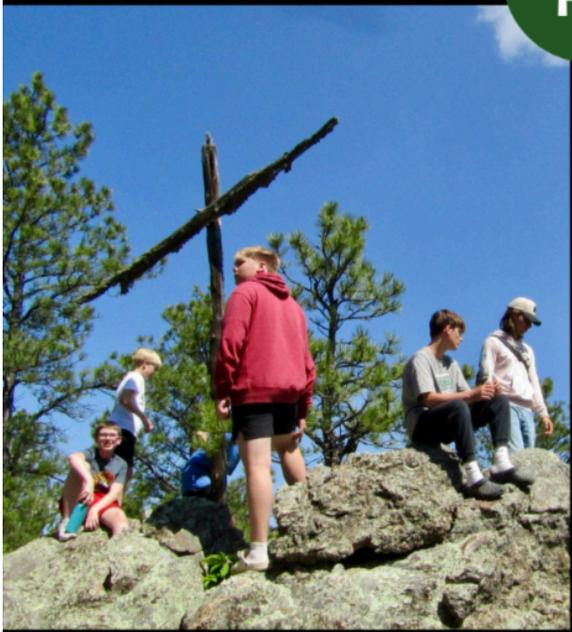
Community Open House

Tuesday, April 21, 2026 | 2-4 p.m.





FILM NEGATIVE



FILM NEGATIVE



FILM NEGATIVE

FILM NEGATIVE

OUTLAW RANCH

DAYSPRING RIBBON CUTTING AND OPEN HOUSE

Join Lutherans Outdoors for a special celebration as we officially unveil the newly remodeled Dayspring lodging facility at Outlaw Ranch.

May 5, 2026

4:00 PM – 6:00 PM
Program at **4:30 PM**

Enjoy refreshments and tours of the newly renovated Dayspring facility. This fully donor-funded project expands year-round hospitality at Outlaw Ranch. All are welcome to celebrate with us.

To RSVP Please Contact

Carol at Lutherans Outdoors

Email: carol@losd.org

Phone: 605-274-5332

📍 2703 Outlaw Ranch Road
East of Custer



JUNE 13, 2026



Bike it like you mean it!

George S. Mickelson Trail

109 Miles • 1 Day

1/2 Century Ride: 49 miles

VOLUNTEERS & SPONSORS NEEDED!

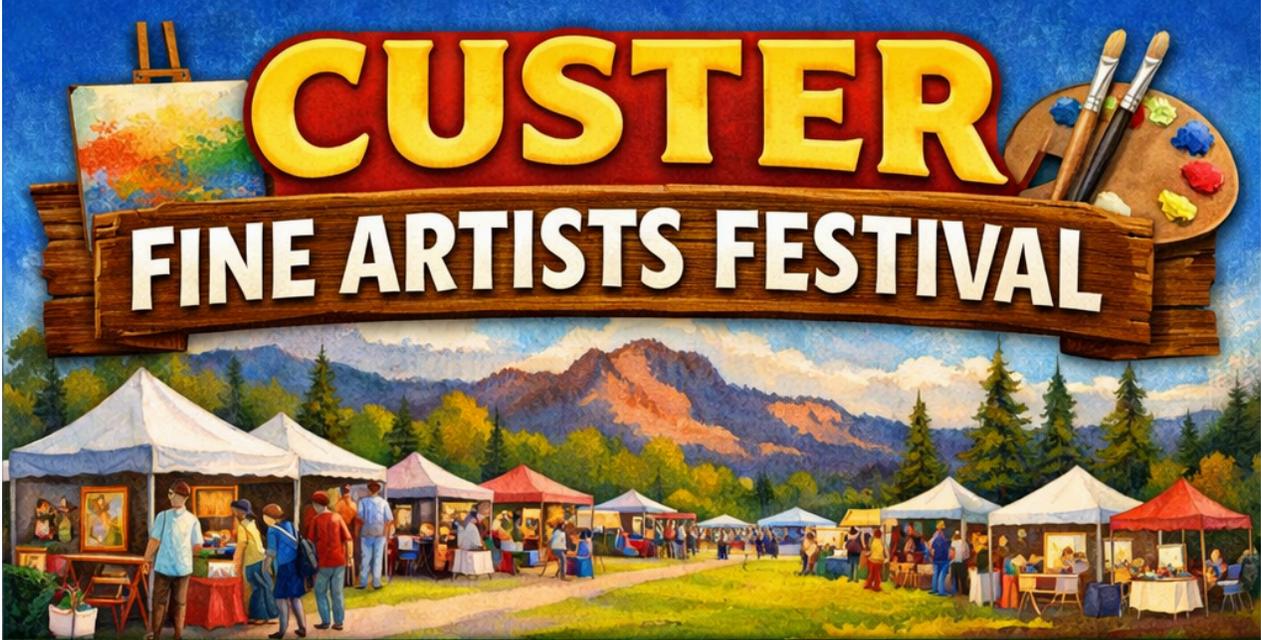
MickelsonTrailAffiliates@gmail.com

Epic Rails to Trails Experience!

Ride starts in Deadwood, ends at 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

AWARDS:

\$750 FIRST PLACE

\$500 SECOND PLACE

\$300 THIRD PLACE

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

FOR ARTISTS ONLY!

WIN A TRIP

The 14th Annual **KENTUCKY 152th** **DERBY RAFFLE**

TO



RMHC
South Dakota

Luxury travel. Iconic event. Unmatched experience. **benefitting**

One lucky winner and five guests will enjoy an unforgettable VIP trip to the 152nd Kentucky Derby on Saturday, May 2, 2026.

The Prize Package Includes:

- Six premium seats at Churchill Downs (Section 114, Row D) on Saturday, May 2, 2026
- Private round-trip air charter from Sioux Falls to Louisville
- Private ground transportation to and from the Louisville airport and racetrack
- Rapid City winner bonus: Private car service for six to Sioux Falls, plus overnight hotel stays May 1-2 at the Canopy by Hilton

Raffle Drawing & Cocktail Reception

Thursday,
April 9, 2026

Rapid City
The Monument
LaCroix Hall
5:00-9:30 PM

Sioux Falls
Canopy
by Hilton
5:30-9:30 PM



\$150
EACH

Every raffle ticket includes admission to one of the two cocktail receptions, where you can watch the live drawing and celebrate with fellow supporters.

Winner does not need to be present at the drawing to claim the prize.

The raffle drawing will be broadcast live from Rapid City at 6:30 PM MT / 7:30 PM CT.



rmhcsodak.org/events/kentucky-derby-event

100%

of ticket proceeds support Ronald McDonald House South Dakota.

Dress in your finest Derby fashion!



Prizes awarded for best dressed!

Ronald McDonald House South Dakota Locations

Our new Rapid City house is opening in the fall of 2026!

Rapid City : 3140 Elm Avenue | (605) 336-6398 option 3

Sioux Falls : 825 South Lake Avenue | 808 East 24th Street

Humane Society Senior Project

Hi, my name is Jacie Behlings, and I am a senior at Custer High School. For my senior project, I want to support the team at Battle Mountain Humane Society. I have always cared about animals, and I found an organization that deeply cares about what they do.

I went and observed what the Humane Society does. It was very eye-opening to see how many animals they have to take care of. I quickly realized how expenses can add up and make it stressful. We all know that animals do best when they are a part of a family, and the Battle Mountain team provides a great home while animals wait their forever home

Donate items for the humane society for my senior project at these locations at

- Lynns Dakotamart
- Dollar General
- Custer Chamber
- Ace
- SD Outdoor shop

If you are not comfortable leaving items in the boxes, please contact me a JB5497@k12.sd.us

DONATION WISH LIST

- Pedigree wet can dog food (chicken & rice)
- Purina dry dog and cat chow
- Friskies pate wet can cat food
- Purina one kitten food dry & wet
- Kids swimming pool
- Blankets & sheets
- Train pee pads
- Cat litter
- Dog & cat toys
- Collars and leashes

Any questions or concerns please
contact JB5497@k12.sd.us



Kylee Ellerton is a senior at Custer High School. As part of her graduation requirements, she is completing a senior project focused on helping women access essential hygiene products. This project is especially meaningful to her because it allows her to apply what she has learned while making a positive impact in the community.

Kylee is seeking monetary donations to support this effort. Contributions of any amount will go directly toward purchasing hygiene products, which will be donated to the WEAVE center in Custer. WEAVE (Women Escaping a Violent Environment) provides a safe and supportive place for women rebuilding their lives after difficult circumstances.

Community support will play an important role in helping Kylee reach her goal and make a meaningful difference for women in need.

Those interested in contributing may contact Kylee for additional details about the project. She would also be pleased to recognize supporting businesses in any presentations, reports, or displays associated with her senior project, if desired.

Contact Information:
Phone: 605-440-1005
Email: kellerton08@gmail.com

Kylee Ellerton's Senior Project

Supporting Women in Need

Raising Funds for Hygiene Products for

WEAVE

Women Escaping A Violent Environment

- ♥ Donations of Any Amount Appreciated
- ★ Helping Women in Need in Our Community

Your Support Makes a Difference!

For More Information or to Donate:

Contact Kylee Ellerton

Phone: 605-440-1005

Email: kellerton08@gmail.com



Registration Now Open for Theatre 605 Jr. Camps 2026 Milestone Year

Celebrating 10 Years of Transformative Theatre Experiences for South Dakota Youth

For Immediate Release

South Dakota — Theatre 605, formerly known as the Black Hills Playhouse, is pleased to announce that registration is now open for 2026 Theatre 605 Jr. Camps, welcoming students in grades 5 through 12 for a week of artistic discovery, skill-building, and lifelong memories. **Registration is open through June 1, 2026.**

This summer marks a significant milestone: **the 10th anniversary of Theatre 605 Jr. Camps.** In honor of this occasion, camp is moving to a new and exciting home on the University of South Dakota campus in Vermillion, South Dakota. Campers will rehearse and perform in a professional theatre facility while benefiting from expanded learning opportunities through a partnership with USD Theatre faculty. The move reflects Theatre 605's continued commitment to giving young artists meaningful, immersive experiences in real performing arts environments.

Both the 5th-8th grade and 8th-12th grade camps will run **July 19 through 25, 2026.** Throughout the week, campers will explore acting, singing, dance, and technical theatre, guided by professional instructors who encourage bold artistic choices and creative confidence. The week culminates in an end-of-camp showcase where campers celebrate and share everything they have worked toward. Beyond the stage, campers will enjoy outside activities including swimming and rock wall climbing, rounding out a full week of fun and friendship.

The enthusiasm for these camps continues to grow across the state. In 2025, Theatre 605 Jr. Camps welcomed more than 100 campers from communities all across South Dakota, a testament to the lasting impact this program has on young performers and theatre enthusiasts alike, statewide.

"This is a place where young people discover their voices, gain confidence, and form lasting friendships through the world of theatre," said Jen Luke, Artistic Director of Jr. Camps. "Year after year, we are inspired by how students grow in creativity and character, reminding us just how transformative the arts can be."



2025–2026 SCHOLARSHIP

Invest in Your Future!

Award Includes:

\$500 Cash Scholarship

Complimentary eye examinations each year the student is enrolled in a post-secondary educational institution
(college, vocational/technical school – up to 4 years)

One pair of complimentary eyewear valued up to \$200 (prescription eyewear or sunglasses)

Eligibility:

Applicants must be a high school senior enrolling in a post-secondary education program.

Requirements:

Attach a weighted transcript for grades 9–12

Attach a resume listing activities, awards, honors, and leadership positions (school & community) during grades
9–12

Include one letter of recommendation from someone who can attest to your academic improvement

Include the following information:

Name

Address

Phone Number

Email

GPA

College or trade school you plan to attend

Deadline:

Applications must be received by May 1, 2026.

Submit applications by:

Email: custereye@gwtc.net

Premier Family Eyecare

Mail: 23 N 1st St, Custer, SD 57730

Drop off: In person at our office



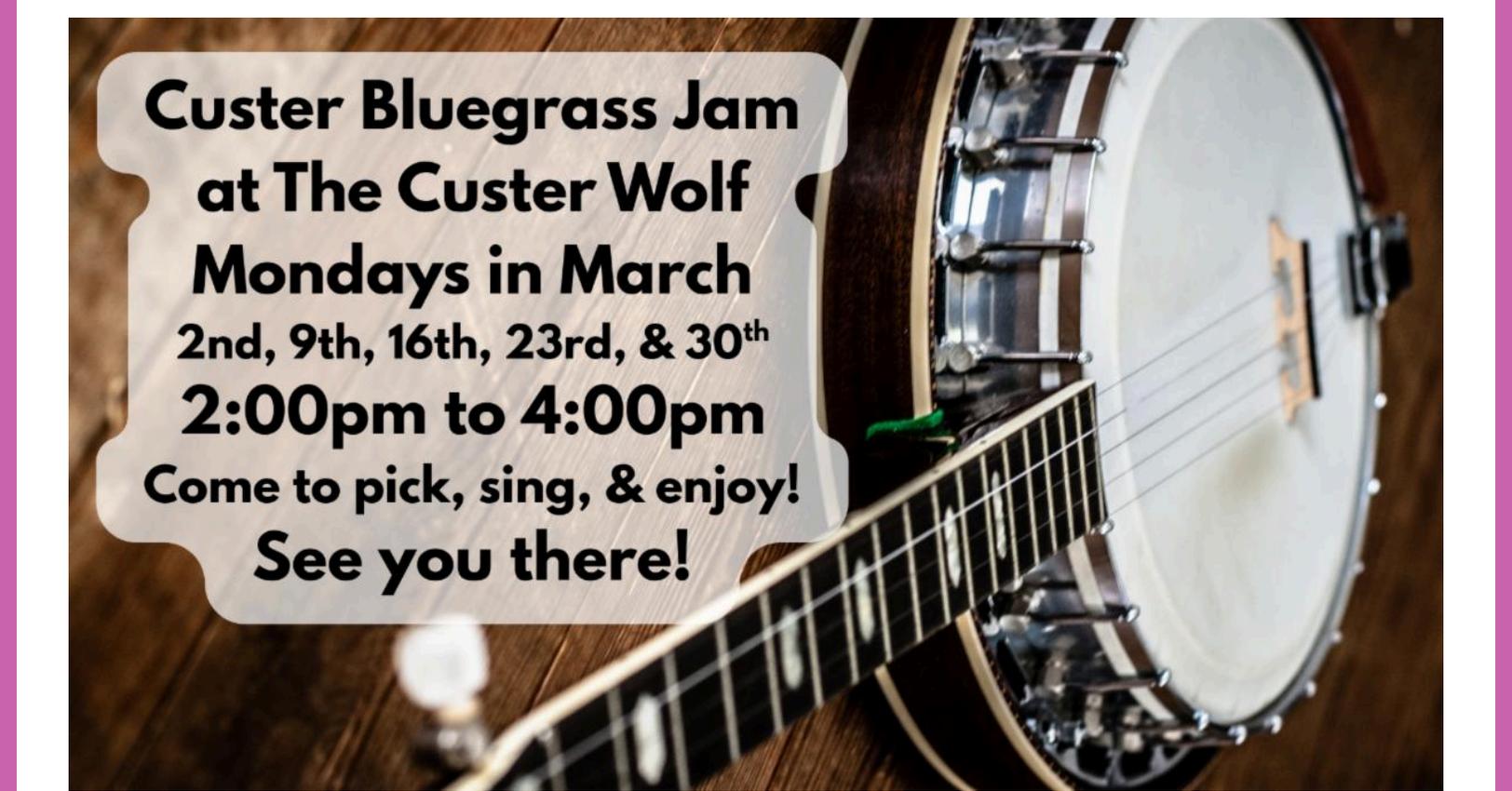
GOOD KARMA JEWELRY

NEW SPRING HOURS!

OPEN 11 AM - 5 PM

7 DAYS A WEEK

 507 Mt Rushmore Rd.
Custer, SD



**Custer Bluegrass Jam
at The Custer Wolf**

Mondays in March
2nd, 9th, 16th, 23rd, & 30th

2:00pm to 4:00pm

Come to pick, sing, & enjoy!

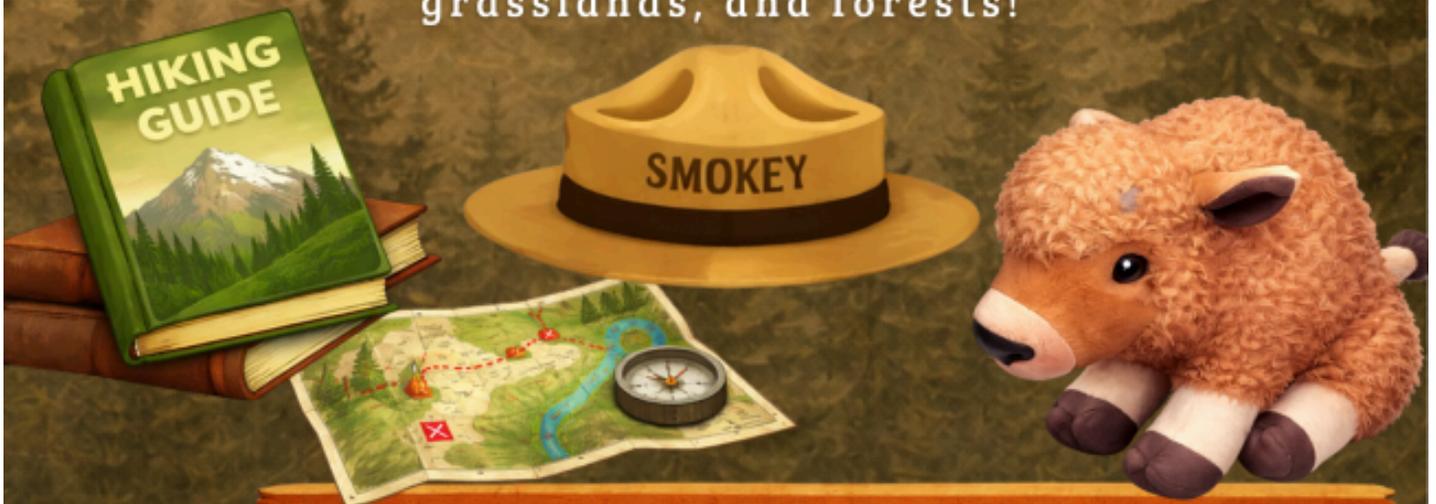
See you there!

Now
open!

BLACK HILLS NATURE SHOP

Books • Gifts • Smokey Bear • Plush

Shop unique, high-quality gifts and educational items that support national parks, grasslands, and forests!



Purchases Support Public Lands!



BLACK HILLS
**PARKS &
FORESTS**
ASSOCIATION
BHPFA.ORG

833 MT. RUSHMORE ROAD
CUSTER, SD

MONDAY - FRIDAY • 9:00AM - 4:00PM

*Black Hills Parks and Forests Association is a non-profit organization supporting **wonder and exploration** through stewardship of YOUR public lands.*



Just a short drive from Custer, JQ Clothing Co. in Hill City is a must-visit Black Hills boutique for visitors and locals alike. We offer trendy and affordable women's clothing in sizes Small–3X, along with stylish accessories, jewelry, gifts, kid's items, toys, and unique Black Hills souvenirs. Whether you're exploring Custer State Park, visiting Mount Rushmore, or touring the beautiful Black Hills, stop by JQ Clothing Co. to find the perfect outfit, gift, or keepsake from your trip. Enjoy a fun and welcoming shopping experience for the whole family in the heart of Hill City.

The Dragonfly



Breakfast & Lunch



Wednesday-Sunday 8am-3pm

 www.moccasinsprings.com

 605-745-7626

Local business owners: Don't overlook retirement plans

Reported by Jared Slagle MBA,
Edward Jones, Member SIPC

If you're a local business owner, you're likely juggling growth, expenses and your team's needs, all while planning for your own future. A workplace retirement plan may be able to help with all of that, directly and indirectly.

For the business, employer contributions are tax-deductible, and as a participant in your company plan, your pretax salary deferrals are excluded from income taxes. Many plans even offer Roth options for tax-free withdrawals later. Your local business may also qualify for federal tax credits to offset startup and administrative costs, along with other expenses.

A retirement plan also can reduce risk. If you have your own net worth tied up in the business, your retirement may depend on a future sale. Building personal assets now adds flexibility and security.

And in today's competitive labor market, strong benefits help attract and keep great employees.

Not sure where to start? A qualified financial advisor can guide you through options and help align your plan with your goals.



Jared Slagle

is a Financial Advisor
with Edward Jones in
Custer, SD

He can be reached at
(605) 673-4092 or
www.edwardjones.com/jared-slagle

This article was written by Edward Jones for use by your local Edward Jones Financial Advisor. Edward Jones, Member SIPC



**We're here to help you uncover
new opportunities.
Let's prepare for your future
together.**



Kris Zerbe
AAMS®
Financial Advisor
P O Box 528
Custer, SD 57730
605-673-4092

Angie Svoboda
Sr. Branch Office Administrator

Aubrey Frasier
Sr. Branch Office Administrator

EJB-19325-A-E-DA-4 AECSPAD 28119777

NEWS FROM THE STATE



FOR IMMEDIATE RELEASE: Tues., March 17, 2026

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

Travel South Dakota Earns Multiple Honors at American Advertising Awards

PIERRE, S.D. – Travel South Dakota took home two marketing awards from AAF-SD for its email program and earned a Gold ADDY and a Judge’s Choice honor from AAF-CO during the 60th Annual American Advertising Awards for its "Into the Roundup" web series. The traveler-focused email series received a **Gold ADDY** in the category Advertising & Promotion: Email. A second email series, the Travel Insights Email, targeted at South Dakota’s tourism industry members, received a **Silver ADDY** in the same category. The five-episode web series "Into the Roundup" received a **Gold ADDY** in the category Branded Content & Entertainment: Non-Broadcast. The series was also selected for a special honor as one of three **Judge’s Choice** recipients, recognized for its compelling narrative and creative design.

South Dakota Department of Tourism Secretary James Hagen praised the marketing efforts.

“Over the past few years, we’ve made huge strides on both the creative and strategic sides of our email campaigns and content series,” said Hagen. “Whether through audience segmentation, personalization, or dynamic content, we’re constantly evolving how we connect with potential travelers and our tourism industry.”

The American Advertising Awards are the first tier of a three-tier national competition conducted annually by the American Advertising Federation alongside more than 200 local clubs across the country. Entries earning a Gold ADDY are recognized as having the highest level of creative excellence and advance to the next tier of the competition.

Travel South Dakota partnered with Karsh Hagan, Lou Hammond Group, Love Communications, Miles Partnership, and Lawrence & Schiller on the award-winning work.

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.

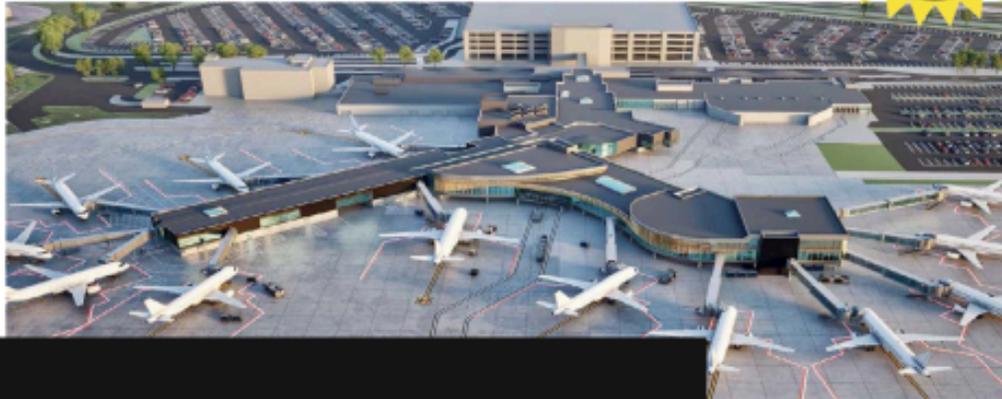
-30-

Media Notes:

For downloadable imagery representing the award-winning work, *please visit our Dropbox*. Credit: Travel South Dakota.

SENATE BILL 76

Transfer moneys from the housing infrastructure fund to the revolving economic development and initiative fund, and to authorize loans from the revolving economic development and initiative fund for airport infrastructure.



SUPPORT SOUTH DAKOTA'S PRIMARY AIRPORTS

\$15 MILLION 0% INTEREST LOAN TO FSD

SIoux FALLS EXPANSION PROGRESS

Sioux Falls Regional Airport (FSD) is South Dakota's largest airport. In September 2025, the first phase of its expansion broke ground: a \$70 million project adding five gates to keep pace with rising passenger demand.

SB 76 would help fund Phase 2, which adds apron capacity, an international-capable gate, additional seating and circulation space, and U.S. Customs and Border Protection facilities, improving day-to-day flow, supporting efficient aircraft turns, large aircraft, and positioning FSD for long-term service growth.

RECORD 2025 FSD

+5.6% PASSENGERS

1,505,874 passengers arrived or departed from FSD in 2025

+5.9% OPERATIONS

54,679 aircraft operations at FSD in 2025 - including commercial traffic, air taxi, GA, and military.

ECONOMIC IMPACT

Airports play a critical role not only as transportation gateways but also as engines of economic growth, community connectivity, and job creation nationwide.

Together, RAP and FSD contribute to 95.5% of the state's commercial air travel.

FUNDING FSD

SB76 - \$15M State Loan

\$5M Loan City of Sioux Falls

\$30M Federal Funding

\$500,000 Aeronautics Fund

\$1M Airport Funding

USES - \$51.5M

\$42.5M

Adds an international gate, U.S. Customs and Border Protection, seating and circulation.

\$8.5M

Apron Expansion



FSD Development Plans

PRESS RELEASE

JULY 3 FIREWORKS AT MOUNT RUSHMORE: TICKET LOTTERY OPENS APRIL 8



News Release Date: March 9, 2026

Contact: NewsMedia@nps.gov

WASHINGTON – The National Park Service today announced fireworks will again illuminate the sky above *Mount Rushmore National Memorial* on July 3, 2026, to celebrate the country’s 250th anniversary. Public tickets for the event will be available through a *lottery on Recreation.gov from April 8–12*.

After a five-year absence, the return of fireworks to this iconic national memorial reflects *President Donald J. Trump’s* vision of a “grand celebration worthy of the momentous occasion of the 250th anniversary of American Independence.”

“In partnership with the State of South Dakota, we are excited to reinstate a spectacular fireworks show as the highlight of Mount Rushmore’s Independence Day commemoration,” **said Dr. Jenifer Chatfield, Deputy Assistant Secretary for Fish and Wildlife and Parks**. “We invite the public to enjoy the show and reflect on our nation’s remarkable journey and the great patriotic leaders who established, preserved and expanded our country’s destiny.”

“In just a few short months, our nation will throw the biggest birthday party ever for the United States of America,” **said Governor Larry Rhoden**. “South Dakota is the freest state in a nation founded on the principles of freedom, so it is only fitting to celebrate in our backyard. We look forward to celebrating at the iconic Mount Rushmore National Memorial!”

Mount Rushmore’s majestic carvings honoring Presidents George Washington, Thomas Jefferson, Theodore Roosevelt, and Abraham Lincoln provide a stunning setting for a full schedule of activities during the Independence Day weekend. Details are available on the park’s *Event Calendar*.

Tickets are required to attend the July 3 festivities and fireworks. The park will close to the general public the evening of July 2 and reopen for ticketed participants only starting at 1 p.m. Mountain Time on July 3. July 3 special events in the park will take place from approximately 4–10 p.m.

Applications for the *ticket lottery* can be submitted from April 8 at 8 a.m. MT through April 12 at 9:59 p.m. MT. There is a \$1 non-refundable lottery application fee. Each applicant can apply for up to four tickets and a parking space or shuttle service. Applicants will receive lottery results on April 14. Successful notices will include additional details and instructions for attendees. As part of the Trump administration's commitment to enhancing access for American residents, the lottery and event are open only to U.S. residents. A valid, government-issued photo ID will be required for entry for ages 16 years and older. Visitors should allow ample time for security screening. There will be limitations on items allowed through security. Additional information is available on the *park's Independence Day website*.

About the National Park Service. Established in 1916, the National Park Service preserves America's most treasured natural and cultural places for the enjoyment, education and inspiration of current and future generations. Learn more at [nps.gov](https://www.nps.gov).

Forest Service News Release

Contact: National Press Desk

Email: SM.FS.pressoffice@usda.gov

Forest Service announces \$182 million in retroactive Secure Rural Schools payments to support counties, schools and wildfire preparedness

(Washington, D.C., February 20, 2026) -- The U.S. Forest Service *today announced* it is issuing \$182 million in retroactive Secure Rural Schools (SRS) payments for 2024, delivering critical funding to eligible states and counties with National Forest System lands. These payments help sustain public schools, maintain local roads, strengthen wildfire preparedness, and support other essential services in rural communities.

“For many rural counties, SRS payments aren’t optional – they’re essential,” said Forest Service Chief Tom Schultz. “The Forest Service’s annual payments provide reliable, predictable funding that rural states and counties depend on. These payments strengthen local schools and infrastructure while honoring the partnership between national forests and the communities that surround them.”

The 2024 payments include Title I and Title III allocations, which help fund education, transportation infrastructure and critical community services in rural areas. They also enhance wildfire readiness at the local level by supporting Firewise

Communities programs, reimbursing counties for emergency services on national forests, and supporting the development of Community Wildfire Protection Plans — making communities safer and improving coordination with Forest Service wildfire response efforts.

Because SRS had not yet been reauthorized when 2024 payments were issued, the Forest Service initially made payments under the 1908 revenue-sharing framework, as required by law. With reauthorization, the agency is now reconciling payments to ensure counties receive the full amounts owed under the program.

Since 1908, 25% of Forest Service revenue from timber sales, mineral leases, livestock grazing, recreation fees and other sources have been shared with states and counties containing national forests. By the 1990s, long-term reductions in timber revenue significantly reduced these payments, prompting Congress to enact the Secure Rural Schools and Community Self-Determination Act of 2000 to provide more stable funding for at-risk local services.

Over the past decade, the Forest Service has distributed \$2.6 billion through the SRS program.

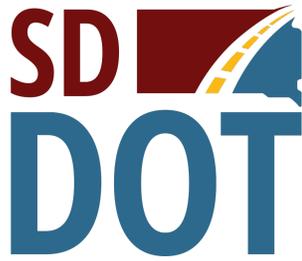
For more information about the Secure Rural Schools program, visit: <https://www.fs.usda.gov/working-with-us/secure-rural-schools>

This email was sent by: **USDA Forest Service**

1400 Independence Ave., SW, Washington, D.C., 20250-0003, USA

[Update Profile](#)

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

The graphic includes a map of the region around Rapid City, South Dakota. A dark red line on the map indicates the road closure area, starting near the Pactola Reservoir and ending near Custer Gulch Road. An orange line shows the detour route around the closure. The map also shows major roads like US 16 and US 41, and landmarks like Sheridan Lake. A legend in the bottom right corner identifies the red line as "Road Closure" and the orange line as "Detour".

Project Update

Friday, March 6, 2026

Current Construction:

- Closure E (Pactola Dam to Taylor Ranch Road) is currently in place and ends on Friday, March 20, 2026. Outside of the closure area, construction crews are continuing work on the roadway.
- The overnight crew that the contractor has been utilizing to complete pipe replacement will be ending on Friday March 6, 2026. No night work is planned for the remainder of the project.
- The driving surface within the construction area is a combination of pavement, blotter (a hard, packed surface that resembles asphalt), and gravel. Portions of Highway 385 are gravel, including the segment from Wrinkle Valley Road to Taylor

Ranch Road, and the segment from Sheridan Lake Road extending 0.5 miles to the north.



[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.



**U.S. HIGHWAY 385
CONSTRUCTION**
PENNINGTON-LAWRENCE COUNTY LINE TO SHERIDAN LAKE

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



Custer Senior Center

April Activities





To educate every student
to his or her potential

April Calendar

A purple rectangular graphic with a white border. In the top left corner is the CUSD logo. To its right, a white speech bubble contains the text 'IMPORTANT REMINDER: CLOSED FOR SPRING BREAK!' with a small bee icon above it. Below the logo, the text 'Have a safe & wonderful break!' is written in a cursive font. A yellow megaphone icon is on the left. A yellow box in the center contains the text 'CUSTER SCHOOL DISTRICT' and 'NO SCHOOL' (underlined) 'APRIL 2 ~ APRIL 6'. At the bottom, it says 'SCHOOL RESUMES TUESDAY, APRIL 7, 2026'. On the right side, there are four white circles stacked vertically.

**IMPORTANT REMINDER:
CLOSED FOR
SPRING BREAK!**

*Have a
safe & wonderful
break!*

CUSTER SCHOOL
DISTRICT

NO SCHOOL
**APRIL 2 ~
APRIL 6**

SCHOOL RESUMES
TUESDAY, APRIL 7, 2026

WEEKLY INSPIRATION

The best
preparation
for tomorrow
is doing your
best today.



HELP WANTED

WE'RE HIRING!



➤ ADMINISTRATIVE ASSISTANT

Full-Time, Benefited Position
Applications will be accepted through April 8.

➤ STAKING TECHNICIAN

Full-Time, Benefited Position
Applications will be accepted until the position is filled.

For full descriptions and how to apply visit:

www.bhec.coop/careers



Black Hills
Electric Cooperative, Inc.

A Touchstone Energy® Cooperative 

Black Hills Electric Cooperative is an equal opportunity provider, employer, and lender.

WE ARE **HIRING**

ARCADE ATTENDANTS & TAPROOM SERVER

- Fun work environment
- Employee discounts
- Friends & family passes
- Flexible schedule
- Employee events



OPEN YEAR ROUND  KEYSTONE, SD



Forest Service
U.S. DEPARTMENT OF AGRICULTURE

FOREST SERVICE CAREERS

**REAL JOBS
REAL IMPACT**

NOW HIRING

**Recreation Temporary Positions
Not To Exceed 1039 Hours**



The Forest Service is hiring seasonal/temporary positions across the Nation. Positions are not to exceed 1039 hours. The job opportunities are available in a variety of exciting and rewarding locations. If your passion is working in the great outdoors the Forest Service invites you to apply!

Forestry Aids and Technicians perform most of their duties outdoors, which could include trail repair, campground maintenance, visitor information, and wilderness protection.

Apply on USAJOBS.GOV

Scan to learn how to create an effective USAJOBS resume within the new two-page limit.



Questions?

Email: SM.FS.r8recruiting@usda.gov

Scan to learn more about Forest Service careers.



USDA is an equal opportunity provider, employer, and lender.



BLACK HILLS
**PARKS &
FORESTS**
ASSOCIATION

We are Hiring!

Do you enjoy working hard with a fun crew all while supporting National Parks, Forests, and Monuments? If yes, then maybe one of these jobs is for YOU!

Wind Cave

Retail Sales & Information Associate



Hot Springs, SD



Part-Time WEEKEND Associate - \$13-\$15/hour



Send applications & questions to:
hthompson@blackhillsparks.org

Jewel Cave

Retail Sales & Information Associate



Custer, SD



Part/Full Time Associate \$13-\$15/hour



Send applications & questions to:
rreichardt@blackhillsparks.org

BHPFA HQ

Retail Sales & Information Associate



Custer, SD



Part/Full Time Associate - \$13-\$15/hour



Send applications & questions to:
nmasek@blackhillsparks.org

Pactola Visitor Center

Retail Sales & Information Associate



Rapid City, SD



Part/Full Time Associate \$13-\$15/hour



Send applications & questions to:
nmasek@blackhillsparks.org



Scan QR Code
or visit:

<https://blackhillsparks.org/employment/>



🌟 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!



the **Y** **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/>



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.

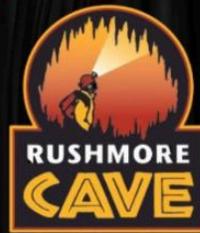
No night or weekend hours required. Experience is preferred but not required.

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

WE ARE **HIRING**

TOUR GUIDES, RIDE OPS, SNACK SHACK ATTENDANTS, INDOOR SUPERVISOR, SPARKYS SUPERVISOR, RETAIL SUPERVISOR.

- Fun work environment
- Employee discounts
- Friends & family passes
- Flexible schedule
- Employee events



A large museum exhibit of mammoth bones and tusks in a sandy, excavated setting. The bones are arranged in a way that suggests a natural or reconstructed environment. A large tusk is prominent in the foreground, and various other bones and fragments are scattered throughout the scene. The background shows a white wall and a railing, indicating an indoor museum space.

WE ARE HIRING!

CONSERVATION TECHNICIAN

Visit

www.mammothsite.org/hiring
for more information

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



We are seeking qualified candidates to join our team in the ***Black Hills Visitor Information Center***. Interested applicants should send a cover letter and resume to ara@blackhillsbadlands.com or give Ara a call at 605-355-3600.

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



CARSON DRUG

WE ARE HIRING

Don't miss this opportunity

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

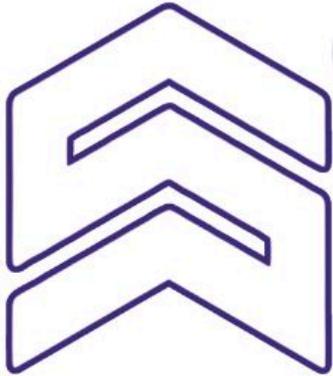
- Stop in to apply in person
- Send Your CV to Colby at
Carsondrug@gwtc.net
- Apply on Indeed





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 to learn more.



WE ARE HIRING

Physical Therapist Aide

Custer Location

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

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

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



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

Want to Work With Us?

We're Hiring!





CUSTER SENIOR
CENTER

**WE'RE
HIRING!**

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



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

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



HELP WANTED

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

APPLY TODAY

CUSTERCANDYCO@GMAIL.COM

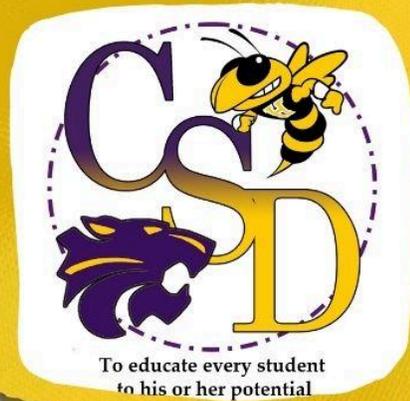
Outlaw Ranch



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

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

Join Us.



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



Current Openings:

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

www.csd.k12.sd.us

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

Chamber Staff & Board of Directors



CHAMBER STAFF

Dawn Murray
Executive Director
dmurray@custersd.com

Fred Baumann
Information Associate
fbaumann@custersd.com

Lacey Curl
Office Assistant
assistant@custersd.com

Rachelle Woodford
Office Assistant
bytes@custersd.com

Joel Behlings
Information Associate
info@custersd.com

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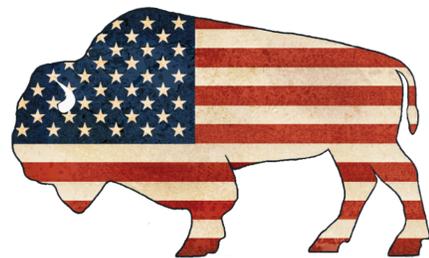
Tim Frederick - School Liaison

Lydia Austin - CSP Liaison

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Our Address:
615 Washington Street
Custer, SD 57730



CUSTER
Chamber of Commerce

Phone Numbers:

605-673-2244

800-992-9818

dmurray@custersd.com /custersd.com

Visit our Website

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

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