



Buffalo Bytes



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

CUSTER CONNECTIONS



There's a *Jeep commercial* circulating right now that stars Harrison Ford talking about choices and how life doesn't come with an owner's manual. It's one of those ads you watch the entire way through because it's evocative and makes you feel something. You hardly even notice that they're selling a vehicle, but you buy into the lifestyle presented, which is Jeep's goal.

Winning customers isn't just about having a great product or service—it's about making people feek*omething*. The best brands don't just sell; they connect, entertain, and even challenge their audiences.

If you want to turn heads and build a loyal customer base, you don't need to have Jeep's ad spend. You can use these five powerful marketing techniques in your email, video, and social media campaigns.

1. Surprise Them with the Unexpected

Have you ever seen a video of a ferocious gorilla cradling a stuffed animal? You notice it because it breaks the norm. It's unexpected.

Shocking or provocative marketing makes people stop scrolling and start talking. Use bold visuals, unexpected comparisons, or tackle an issue in a way no one else has. The key is to be *tastefully* disruptive—shocking for the right reasons, not just for controversy's sake.

Example: A coffee shop launches an ad/marketing campaign with the slogan, "Sleep is overrated." The ad features people snoozing in unexpected places—like a boardroom or a wedding—only to wake up rejuvenated with a cup of their signature brew. It's humorous, eye-catching, and reinforces the product's value.

2. Align with What Matters to Customers

More than ever, consumers—especially younger ones (hello, Gen Z)—want to support brands that align with their values. Whether it's sustainability, diversity, or social justice, people are willing to pay more for companies that stand for something.

Example: A fashion brand emphasizes its commitment to ethical manufacturing by showcasing the artisans who make their products, rather than just the clothes. The campaign highlights fair wages, sustainable materials, and real stories, making customers feel good about their purchases. Another example is a restaurant in Florida that printed on the first page of its menu that it pays the staff a living hourly wage with medical benefits as a reason for slightly higher dine-in prices.

3. Make Them Laugh

Laughter is appreciated by most people and humor makes brands more relatable and memorable. If you can cause someone to chuckle (with you, not *at* you), they're more likely to remember your business—and even share your content.

Example: A bakery promotes its products with a campaign called "The Breakup Box"— designed for heartbreak recovery, featuring goodies decorated with phrases like "You were too good for them anyway." It's witty, shareable, and turns an everyday purchase into an experience.

4. Show What's at Stake

Fear-based marketing isn't about scaring customers—it's about showing them what they might lose if they don't act. It works well for industries like insurance, cybersecurity, and health because it highlights risks people may not think about.

Example: A cybersecurity company runs an ad featuring a business owner frantically calling IT after losing all their customer data to hackers. The tagline? "Hope is not a security plan." It's direct, powerful, and makes people think twice about their own vulnerabilities.

5. Tap into Nostalgia

People love reminiscing about the past. Nostalgia creates an emotional connection, making your brand feel warm, familiar, and trustworthy. Whether it's referencing pop culture, childhood experiences, or past trends, nostalgia-based marketing can be a powerful tool.

Example: A toy store releases a campaign featuring classic '90s toys with the tagline "Some things never go out of style." Parents who grew up in that era are instantly drawn in, eager to share a piece of their childhood with their own kids.

Hollywood knows this power better than anyone. They came out with a movie based on that creepy cymbal-banging, drum playing monkey toy from the late '60s-'70s. If you were a child then (or watched the movie Poltergeist), you know what I mean. Nostalgia is not always heartwarming, but it does make you feel *something*.

The Winning Formula: Mix and Match

The best marketing campaigns often blend these techniques. A campaign can be funny and nostalgic, or shocking and value-driven. The key is to know your audience and choose the right emotional trigger that will make them stop, think, and, most importantly, take action.

(You're still thinking about that monkey, aren't you? That's marketing power.)

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.

Medium: @christinametcalf

Facebook: @tellyourstorygetemtalking

Dawn Murray
Executive Director



IMPORTANT ANNOUNCEMENTS



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
Office Assistant
assistant@custersd.com

Rachelle Woodford Office Assistant





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)

CONTACT DAWN FOR MORE INFORMATION: dmurray@custersd.com

605-673-2244

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

> DEADLINE: April 18th

hvtes@custersd.com

by tese easters are on ...

Joel Behlings
Information Associate
info@custersd.com

2025

Board Of Directors

Amy Bailey - President

Craig Reindl - Vice President

Michelle Fischer – Treasurer

Carrie Moore – Secretary

Amanda Allcock Corey Virtue Keely Mahony Miranda Boggs Ronni Calvird

Julie Jenniges – City Liaison

Mark Naugle - School Liaison

Lydia Austin - CSP Liaison

Jessica Noteboom - BID Board Liaison



We're out of Office

APRIL 10TH AT 10:30 AM FOR STAFF ASSIGNMENT ALL DAY





** RAFFLE TICKETS



PROFITS WILL GO TO

4TH OF JULY FIREWORK FUND

DRAWING WILL BE HELD AT THE 2025 SPRING FLING



TICKETS AVAILABLE FOR PURCHASE AT THE CHAMBER OFFICE



Purchase Tickets Here



Follow Us on Facebook & Instagram





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

MARK YOUR CALENDAR

April ord

Tipin 5iu

Ribbon Cutting
Pain & Movement Solutions
1369 Montgomery St, #103
5-7PM

April 7th

Ribbon Cutting Petals and Pages 21 N 4th St 4:30PM

April 10th

Ribbon Cutting Highmark 302 Mt Rushmore Rd 11:00 AM

April 10th

Spring Fling
Laughing Water Restaurant
12151 Ave of the Chiefs
5-7pm

April 15th

Ribbon Cutting Maria's Mexican 216 W Mt Rushmore Rd 4 PM

April 17th

Faith Lewis Realty Mixer

5-7PM

April 18th

Ribbon Cutting Custer Rendezvous 537 Mt Rushmore Rd 5-7 PM

April 24th

Service Animals, the ADA, and Your Business Pine Room at Library 447 Crook St 1 PM

WEEKLY HUMOR



CHAMBER HAPPENINGS



Chamber of P Rescheduled

> PAIN AND MOVEMENT SOLUTIONS

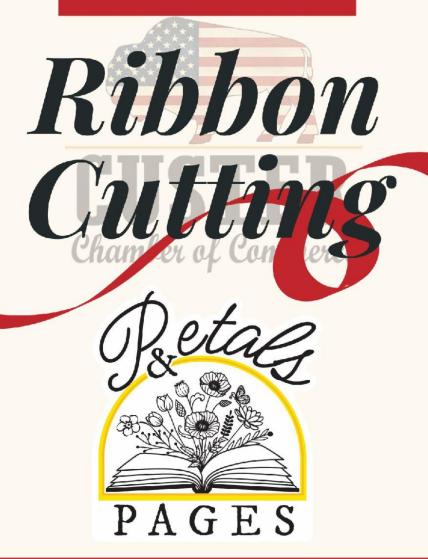


WHEN: APRIL 3, 2025

WHERE: 1369 MONTGOMERY ST

CUSTER SD

TIME: 5 PM



WHEN: APRIL 7TH

WHERE: 21 N 4TH ST, CUSTER

TIME: 4:30 PM





WHEN: APRIL 10TH, 2025

WHERE: 302 MT RUSHMORE RD

CUSTER

TIME: 11 AM

2025 Chambers Annual Spring Fling

Thursday, April 10 at Laughing Water Restaurant

5:00pm Social Hour 6:00pm Heavy Hors D'oevres \$35 per person

Please RSVP to Dawn by April 3rd dmurray@custersd.com or 673-2244



Sprung Hung Sponsors Meeded

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.







WHEN: APRIL 15TH, 2025

WHERE: 216 W MT RUSHMORE

RD, CUSTER

TIME: 4 PM



CUSTER'S RENDEZVOUS



WHEN: APRIL 18TH, 2025

WHERE: 537 MT RUSHMORE RD,

CUSTER

TIME: 5 PM



Custer Chamber of Commerce Presents

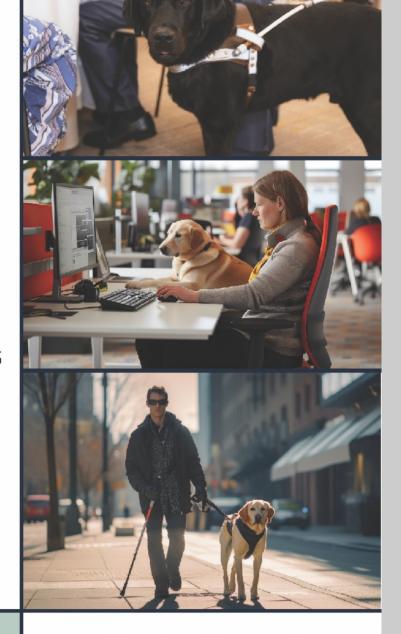
Service Animals, the ADA, and Your Business

Understanding Service
Animals in Businesses
and Other Public Spaces

Join us for an informative training session covering essential topics related to service animals under the Americans with Disabilities Act (ADA) and what businesses need to know to ensure compliance and inclusivity.

Date: April 24, 2025
Time: 1:00 pm
Location: Pine Room,
Custer Library

447 Crook St #4, Custer,



Who Should Attend?
Business owners, professionals,
customer service staff,
managers, and
anyone interested in learning
how to support individuals
with service animals.



Get registered today!

Join us for the 7th Annual Custer Off-Road Rally June 13-15, 2025

contraction the ran Annual Custon Chi Roua Rang Cune to 10, 2020.

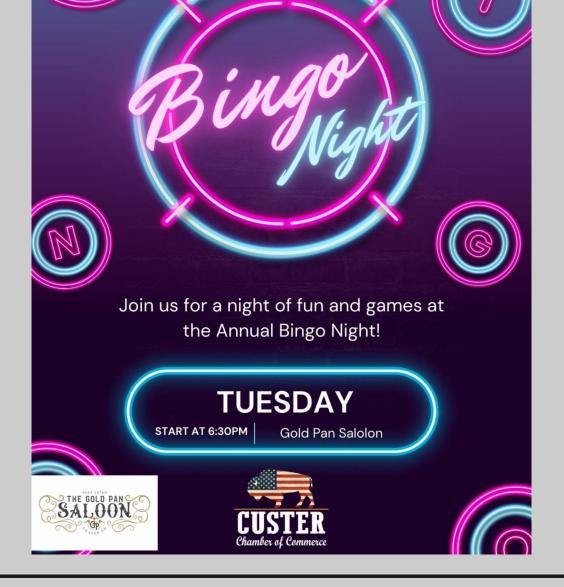
We have some exciting events, such as the Mayor's Ride, Presidents Ride, Selfie Poker Run, Happy Hour, Live Entertainment, and more.

There is sure to be something for everyone!



Register Here





2025 EVENTS CALENDAR

A full list of 2025 events by the Chamber and other organizations.

Click to download calendar

WELCOME
NEW
MEMBERS!





Game On Arcade Custer Lawyer, PLLC South Dakota Parks & Wildlife Foundation **Black Hills Preservation Project** My XO Adventures Local Black Hills 555 Pro Books A & B Business Solutions **CJR Painting** Dave's Rock Shop St John the Baptist Catholic Church Black Hills Glass Restoration Sleep Better South Dakota LLC Our Quilty Things Gideons International-Southern Hills Camp Pain & Movement Solutions ZenBusiness Sweet Clover and Sage Salon

MEMBERSHIP SPOTLIGHT

Membership

Spotlight

Want your business in this spot and on facebook?



AREA EVENTS



CUSTER SENIOR CENTER FUNDRAISER
Cinnamon Roll Sale



We recommend calling the Center to order cinnamon rolls ahead of your desired pickup date.

You may start picking up your rolls at the Senior Center after 9:00 AM.

To place orders please call (605) 673-2708

March Pickup Dates:

March 7

March 14 March 21

March 28

Caramel Cinnamon Roll (w/nuts) \$4.00 Caramel Cinnamon Roll (no nuts) \$3.50 Frosted Cinnamon Roll (w/nuts) \$3.00

Plain Cinnamon Roll \$2.50

Pickup at Custer Senior Center, 538 Mt. Rushmore Road, Custer SD 57730



UPCOMING CLASSES
HOSTED BY

OUR QUILTY THINGS

LOCATION
757 MT Rushmore Rd
Custer, SD
Quilted Buffalo Classroom



March Open Sew – March 21 & 22, 2025 Register for one day or both 10AM – 4PM \$15 per day

Rag Quilt Class – March 31, 2025 9AM – 3PM \$30

Chenille Hot Pad Class – April 14, 2025 9AM – 3PM \$30

April Open Sew – April 25 & 26, 2025 Register for one day or both 10AM – 4PM \$15 per day Please register by the Monday prior to class by contacting

Jody Tomac 307.746.8550 OurQuiltyThings@gmail.com OurQuiltyThings on FaceBook



Field Note
Presentations







All ages welcome!

Great for families, folks of all ages/ abilities and those new to exploring the outdoors in the Black Hills

A blend of nature trivia with story time!

Through pictures, videos, and stories, you'll have the chance to learn about naturalist skills, tracking, survival techniques, and gain a deeper insight into our local flora and fauna. Test your knowledge as we dive into questions about the natural world and uncover the hidden meanings behind animal signs and calls!

Plus, we'll share how you can support our public lands alongside Black Hills Parks & Forests Association!

March 25: The Trailhouse, Custer, SD

6:30 pm-8:00 pm

April 2: Smiling Sage, Hot Springs, SD

6:30 pm-8:00 pm

April 26: Rapid City Earth Day Expo, Western Dakota Tech

Time TBD

June 11: Sturgis Public Library, Sturgis, SD

5:30pm-7:00 pm

Learn more Here!



Watch our website for program updates!

www.blackhillsparks.org | 605-745-7020







South Dakota Enhanced Conceal Carry Class

This is a One day Class

Saturday March 29th 2025 9:00am to 4:30pm

The Enhanced Permit allows you carry in 38 stats including MN, NE, WI, NV, NH, WA, and SC Class size is limited so register early.

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

Custer County Republicans

The Custer County Republicans will meet on Tuesday, April 1, at 5:30 pm in the Pine Room of the Custer County Library. Our speakers this month will be our District 30 Legislators who will give us updates and reviews of the 2025 Legislative Session that just concluded. Our meetings are open to anyone interested, and all Republicans are encouraged to attend. Please RSVP to CCRepubs@goldenwest.net to get a headcount for food.

Check us out on Facebook at CusterCountySDRepublicans

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





Custer Piecemakers Quilt Guild **Seeking Vendors and sponsors**

For our annual Quilt Show July 18-20, 2025!!

Sponsor application due by April 1st, 2025 to be included on advertising posters.

Vendor applications due by April 10th, 2025.

Both applications can be found on our website, **custerpiecemakersquiltguild.com**or by emailing **CusterQuilters@gmail.com**





Disabled American Veterans (DAV) will be available to assist ANY veteran to file a VA disability claim or to answer questions:

1st Date: Saturday, 5 April 2025

Time: 9:00 AM – 11:00 AM

Location: DAV Chapter 3

101 E Madison Street, Rapid City, SD

2nd Date: Saturday, 19 April 2025

Time: 9:00 AM - 11:00 AM

Location: Public Library

1040 Harley-Davidson Way, Sturgis, SD

Contacts at DAV Chapter 3, Rapid City

Christine Speirs 605-787-2645 bizex2@me.com

Peggy Kirk 719-433-1901 peggykirk1953@outlook.com

Contacts at DAV Northern Hills, Chapter 11

Dick Turnwall 605-645-7442 dick.turnwall@gmail.com Ed Simpson 605-569-6312 edsimpson68@gmail.com





Proceeds supporting: Friends of Custer County Search & Rescue



Caturday April Eth - Broakfact 0:15 am

Saturday, April 5- - Breaklast 9:15 alli

Laughing Waters Restaurant @ Crazy Horse Memorial

RSVP via email by Friday, 4.04.25

Thursday, April 17th - Meeting 6:00 pm

- Vote for Election of Officers -

Saturday, May 3rd - McGovern Day Rally

Laughing Waters Restaurant @ Crazy Horse Memorial

Advance Tickets Available Now Online!

https://secure.actblue.com/donate/mcgoverncuster

Unite. Act. Change the Future.

Email: ccsddp21info@gmail.com

Facebook: @custercountydemocratsofsouthdakota







with the VFW Post 3442 Auxiliary

721 Mt. Rushmore Rd, Custer

Enjoy good food with your fellow neighbors and friends

Sponsored by the following

Aspen & Pine Realty
Lampert Properties Lewis Realty
Bradeen Real Estate & Auctions
Western Skies Real Estate
The Country Inn @ Three Forks, Hill City

The first Sunday of the month April 6, 2025

8:00am - 12:30pm

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



Thursday, April 10th, 2025 9:30 a.m. – 5:00 p.m.

@

Custer City Masonic Lodge #66 220 N. 6th St., Custer, SD 57730



Scan this QR Code to schedule a donation time





10th

Contact: Deb Streets at 605-517-1796 if you need help in scheduling.

About The American Legion:

The American Legion is the largest wartime veterans service organization with about 1.7 million members in roughly 12,000 posts across the nation. Chartered by Congress in 1919, The American Legion is committed to mentoring youth and sponsoring wholesome community programs, advocating patriotism and honor, promoting a strong national security and continued devotion to servicemembers and veterans.

If you would like to be a part of our **Custer American Legion Post #46**, please contact us at: 605-673-3930 or adjutant@custerlegion46.org. We are - **Veterans Strengthening America!**







Organized by: StateFarm

Friday, April 11th 4PM-6PM



Join <u>Custer State Farm</u> starting at 4PM at their office at 609 Mt. Rushmore Road. Children will receive an Easter Basket (<u>Compliments of Custer State Farm</u>) and a map to local businesses participating in the Great Easter Egg Hunt.



OPTICS I AMMO ACCESSURIES

South Dakota Enhanced Conceal Carry Class

This is a One day Class

Saturday April 12th 2025 9:00am to 4:30pm

The Enhanced Permit allows you carry in 38 states including MN, NE, WI, NV, NH, WA, and SC Class size is limited so register early.

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



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

AN EGG-CITING EASTER EGG-STRAVAGANZA

CUSTER YMCA
THE CUSTER VFW POST #3442
BEGGING BURRO MEXICAN BISTRO
SOUTHERN HILLS TITLE COMPANY

MT. RUSHMORE BREWING COMPANY

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, Begging Burro Mexican Bistro, Southern Hills Title Company & Mt. Rushmore Brewing Company. 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 19, 2025

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





AGE DIVISIONS:

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



SATURDAY, APRIL 19TH

10:00 AM - SHARP!

HERMOSA BASEBALL FIELDS

FREE ADMISSION - BRING YOUR BASKET!



Black Hills Electric Cooperative, Inc.

A Touchstone Energy® Cooperative

McGovern Day Rally

May 3rd 2025

4:00 ~ 7:00 pm

Laughing Water Restaurant

- Cruzy Horse Memorial

Unite. Act. Change the Future.

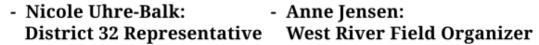
An Evening of Entertainment - Politics - Food + Drink

4:00 pm ~ Happy Hour, Cash Bar, & Hor d'oeuvres

5:00 pm ~ Welcome, Live Auction, Entertainment

6:00 pm ~ Deluxe Buffet Meal

6:30 pm ~ *Speakers*



- Live Auction conducted by Jeff Kingsbury
- Entertainment by Black Hills Playhouse Actors Jeff Kingsbury & John Kirk

The Custer County Democrats invite everyone who values and supports our vision to promote democracy, universal human rights, economic justice, environmentalism, and a culture of peace to join our growing community.



ADVANCE TICKETS ONLY NOW AVAILABLE UNTIL APRIL 25th (605)-673-2426



Buy Event Tickets Online! \$50 per person



PURCHASE HERE

https://secure.actblue.com/donate/mcgoverncuster



Email: ccsddp2linfo@gmail.com Facebook: @custercountydemocratsofsouthdakota





"To see in color is a delight for the eye, to see in black and white is a delight for the soul.

TOTH ANNUAL YOUTH, TEEN AND ADULT CATEGORIES ENTRY DETAILS ON AE FACEBOOK PAGE OR AT THE GALLERY • VOTE FOR PEOPLE'S CHOICE • CLOSING RECEPTION WEDNESDAY, JUNE 4TH

HOSTED BY ART EXPRESSIONS GALLERY
17 NORTH 5TH ST CUSTER SD 605-673-3167
10CAL CONTACT: JIM TH LEP - JTH LEP @HOTMAH.COM



Call for Artists

Small Pieces Art Show

"To See in color is delight for the eye, to see in black and white is a delight for the soul" ... Andri Cauldwell

May 14th - June 4th, 2024

- Your entry DOES NOT have to reflect our theme. The Theme Award, for the best interpretation of our theme, is only one of many awards given.
- We will accept work in any medium. The piece must be the artist's original work presented in its original medium. Prints are acceptable only from original work in a digital or film medium.
- Although it may be smaller, the piece must fit in an 8x8x8 inch wall space. All pieces hang on the wall, so
 a hanger that will supports your art piece is required.
- Adult and two Youth divisions. Teen: age 13 through 17. Junior: age 12 and younger.
- \$20 Entry Fee for Adult, \$15 Teen, \$5 for Juniors, to be paid at the time the artwork is submitted.
- No jury selection.
- Art Expressions Gallery reserves the right to refuse any submission that is inappropriate.
- Art Expressions Gallery is not responsible for loss of or damage to the artwork displayed.
- No show submission may be removed until the end of the show.
- If you choose, we will list your item for sale. Art Expressions receives a 40% commission if we sell your piece while it is part of our show.

Timeline

Although we will accept pieces for display throughout the run of the show, judges will name the pieces receiving ribbons and other prizes before the show opens on May 14th. People's Choice will be named on June 4th during the closing reception. Bring your entries to the gallery or mail them to arrive in the week before the show opens. To make other arrangements, contact the gallery.

- May 4th- 10th Bring your work to the gallery.
- May 13th -- Judges select pieces receiving ribbons and other awards.
- May 14th Small Pieces Show Opens.
- June 4th Small Pieces Show Closing Reception at Art Expression Galley, 4:30-6 P.M. Please make every
 effort to attend. We will take your picture with your work. Awards will be officially presented, and
 pictures will be taken about 5:30 PM. You may take your piece(s) with you at 6 PM.
- June 4th June 11st -- Art can be picked up at the gallery during normal business hours.





Bike it like you mean it!

George S. Mickelson Trail

109 Miles • 1 Day

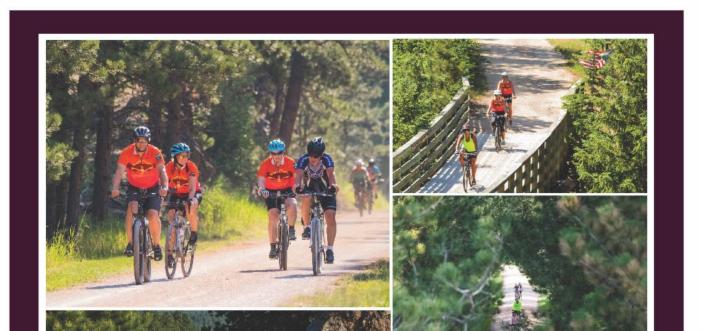
1/2 Century Ride: 49 miles

Registration is Open!

MickelsonTrailAffiliates.com

This event wouldn't be possible without our volunteers & sponsors! If your business or organization is interested in supporting The Big Mick, we'd love to hear from you!

MickelsonTrailAffiliates@gmail.com





MICKELSON TRAIL TREK

3 Days | 109 Miles | Food | Music

Black Hills, South Dakota -

2025

JUNE 20 - 22, 2025

- The Mickelson Summer Trek is an annual three-day bicycle ride covering the trail of South Dakota's George S. Mickelson Trail.
- Riders can enjoy the beauty of the heart of the Black Hills, travel through the scenic valleys, old railroad tunnels, and historic mining towns.
- The registration fee includes daily trail passes, shuttle service, six snacks, two
 meals, and two meal vouchers for Hill City or Custer and Deadwood.



For More Information: call (605) 584 - 3896 email mickelsontrail@state.sd.us visit mickelsontrail.com



ANNOUNCEMENTS

The Custer Mile High Garden Club annual scholarship program has two scholarships available for 2025 in the amount of \$1,000.00 each. Our Mission is to promote

community and home beautification while improving the environment and conserving native plants.

Applicants must be a current Custer County or Fall River County resident pursuing post-secondary studies.

Scholarship applicants must be currently enrolled in a recognized horticulture, agriculture, botany, or ecology program in such a college, technical school, or trade school. The recipient must provide all documentation requested in the application. The scholarship is to be used within one calendar year of the scholarship selection.

Direct any questions or request electronic forms from:

Jenny Behlings
Custer Mile High Garden Club Scholarship Committee
jennybehlings@gmail.com
605-673-1901

2025 Scholarship applications must be postmarked by Monday, April 21, 2025. Applications postmarked after April 21, 2025 will be evaluated on an individual basis. Scholarship recipients will be notified by May 10, 2025.

Respectfully,

Custer Mile High Garden Club, Scholarship Committee



Jewel Cave National Monument 11149 US Hwy 16 Building B12 Custer, SD 57730 605-673-8300 phone 605-673-8397 fax

Jewel Cave National Monument News Release

Release Date: March 20, 2025

For Immediate Release

oritable 7 times (via more ories or interpretation annee_marmo@mps.gov

No Cave Tours at Jewel Cave March 24-28 Due to Generator Installation

Visitor Center Closed on March 25th

CUSTER, SD – Jewel Cave National Monument will cease cave tours Monday, March 24 to Friday, March 28, 2025, due to a planned emergency generator installation. On Tuesday, the visitor center will not have power and will be closed.

The monument plans to keep the visitor center open otherwise during this brief project on March 24 and March 26-28. The hours of the visitor center will be 8:30 a.m. to 4:30 p.m., with items from the Black Hills Parks and Forest Association available to purchase in the park store. Visitors to the monument will also be able to access and explore the Roof and Canyons Trails during this project. All tours are expected to resume on Saturday, March 29.

Any additional updates will be announced on social media and the park website's <u>Alerts & Conditions</u> page. Visit <u>www.nps.gov/jeca</u> to stay up to date on park operations. You can also visit the Jewel Cave <u>Facebook</u> and <u>Instagram</u> pages for more park news.

EXPERIENCE YOUR AMERICA

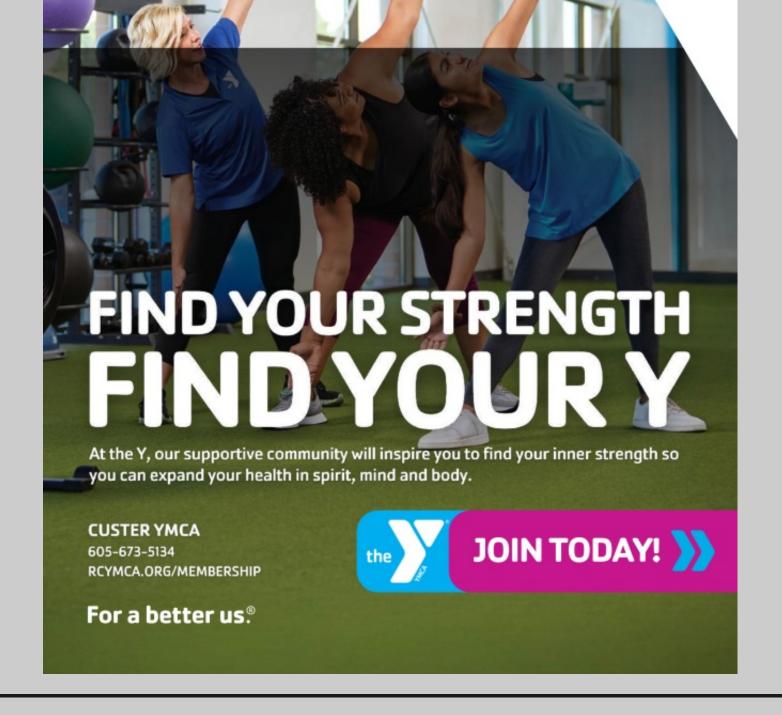
The National Park Service cares for special places saved by the American people so that all may experience our heritage.





HIGHMARK WILL BE CLOSING AT
1 P.M. FRIDAY MARCH 28TH TO MOVE
&
REOPEN AT 302 MT. RUSHMORE.





The Cruisin' Canvas

STUDIO Class Schedule

MARCH & APRIL 2025

(Minimum of 6 students per class preferred)

Ladies Night
Tuesday evenings, 6:00-8:00 PM
March 4th, 11th, 18th & 25th
April 1st, 8th, 15th, 22nd & 29th

ART with Seniors

Wednesday Afternoons, 1:00-3:00 PM

March 12th & 26th

April 2nd, 23rd & 30th

Kids Klub (Age 10+)
Friday Afternoons, 1:00-3:00 PM
March 7th, 14th, 21st & 28th
April 4th, 11th & 25th

Please call ahead or email to reserve your seat! Tami@thecruisincanvas.com OR Call (970)481-8183



MURDER ON THE ORIENT EXPRESS
June 8 – 22, 2025

LEGALLY BLONDE: THE MUSICAL June 29 – July 13, 2025

> WAITRESS: THE MUSICAL July 20 – August 3, 2025

THE BOOK OF WILL August 10 – 16, 2025



Black Hills Playhouse Announces General Admission Tickets on Sale April 1 for 2025 Season

Tickets for The Black Hills Playhouse's Season 79 will officially go on sale on April 1!

For Immediate Release

Black Hills, S.D. — General Admission tickets officially go on sale for summer shows held at the Black Hills Playhouse beginning April 1, 2025. The Black Hills Playhouse is holding its 79th season of performances this summer, with the 79th Season Kickoff on Sunday, June 8, 2025. Season 79, titled "The Impossible Must Be Possible" features four productions: Agatha Christie's Murder on the Orient Express, Legally Blonde: The Musical, Waitress: The Musical, and The Book of Will. A pre-season warmer, the Tatanka Teaser, hits the stage for one performance only on Saturday, May 31, 2025, at 2:00 pm.

In addition to general admission tickets, attendees have the option to purchase Buffalo and Baby Buffalo passes, which provide discounted rates. Passes are on sale now. The Black Hills Playhouse is situated within the scenic surroundings of Custer State Park, offering a unique theatre experience. Please note that a Custer State Park pass is required for entry. Passes can be conveniently purchased online or at the Playhouse Snack Bar.

The Black Hills Playhouse, one of the nation's longest-running summer stock theatres, has delighted audiences with high-quality performances since 1946. Each year, auditions and interviews are held nationwide to assemble a talented cast and crew of theatre professionals from across the country. The company blends returning alumni with fresh new talent, creating a dynamic and diverse ensemble. Throughout the summer, the team crafts stunning sets and costumes while rehearsing to bring four distinct productions to life, staging a total of 58 performances from June through August.

Pay-What-You-Can Dress rehearsal performances are available to attend on the Saturday night before the Sunday opening of each production. A suggested \$10 donation is encouraged for those who can, and all donations are welcome. These Pay-What-You-Can shows are first-come come first-served and general admission.

NEWS FROM THE STATE







2024 HIGHLIGHTS

Greetings, Friends of Travel South Dakota!

Last year was filled with new projects, unique campaigns, and some fun successes to celebrate. We developed the *Travel South Dakota 2024 Highlights* piece to call out some of the top projects from each of the Travel South Dakota teams, as well as the 2024 economic impact numbers.

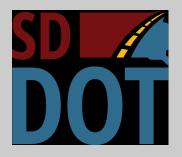
More detail on these and other projects can be found at *SDVisit.com*. If you have any questions, don't hesitate to reach out.

All our best, Jim and Team

> SDVISIT.COM travelsouthdakota.com toursdakota.com

> > artscouncil.sd.gov mediasd.com

PRESS RELEASE





Project Update

Friday, March 21, 2025

ROCK BLASTING AND TRAFFIC IMPACTS

March 25, 2025 – April 27, 2025

Beginning Tuesday, March 25, 2025, the contractor will be conducting planned detonations to remove rock material. During blasting, a portion of U.S. Highway 385 will be closed to through traffic for up to one hour. The following blasts are scheduled and anticipated to take place in the next month:

Scheduled Closures:

Tuesday, March 25, 2025 & Thursday, March 27, 2025]

Between 10 a.m. and 2 p.m.

Closure in place from Sheridan Lake Road to Horse Creek Road.

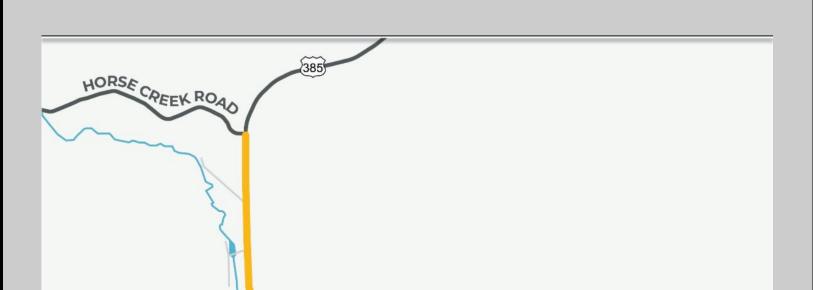
Anticipated Closures:

The contractor is anticipating additional temporary road closures for blasting in the area between Sheridan Lake Road and Horse Creek Road in March and April. Exact dates and times are unknown at this time.

Up to two temporary road closures are expected to take place between Calumet Road and Sheridan Lake Road in April. Exact dates and times are unknown at this time.

How to Stay Up to Date:

A free text-in service is being used to communicate temporary closures due to rock blasting, when the road opens, and if any additional delays are expected. To subscribe, simply text "US385" to 605-566-4041. Subscribers can unsubscribe at any time.





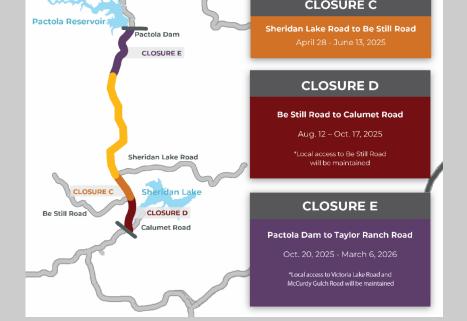
Current Construction:

Phase 2 construction operations currently involve off-road grading, tree clearing, and logging operations. The
contractor is using a pilot car and flaggers as needed from 7 a.m. to 6 p.m. (MT) on weekdays and some
Saturdays.

Upcoming Construction:

- Phase 1 (Pactola Dam to the Pennington-Lawrence County Line) permanent surfacing takes place this summer and will be completed by the end of July 2025. Currently, there are approximately two miles of gravel and three miles of hard surface between Pactola Dam and the Pennington-Lawrence County Line. During this time period, roadway users can expect the use of flaggers and pilot cars with delays up to 15 minutes.
- Closure C (Sheridan Lake Road to Be Still Road) takes effect on Monday, April 28, 2025, and ends Friday, June 13, 2025. During this time period, the closed roadway will not be open to through traffic. Outside of the closure, but within the construction area, travelers can expect pilot cars and wait times, the use of large construction equipment, narrowed driving lanes, and loose gravel surfacing.
- Closure D (Be Still Road to Calumet Road) begins on Tuesday, Aug. 12, 2025, and ends on Friday, Oct. 17, 2025. Closure E (Pactola Dam to Taylor Ranch Road) begins on Monday, Oct. 20, 2025, and ends on Friday, March 6, 2026.









View Construction Updates

\square Construction Zone Reminders \square

- 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" to605-566-4041. 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









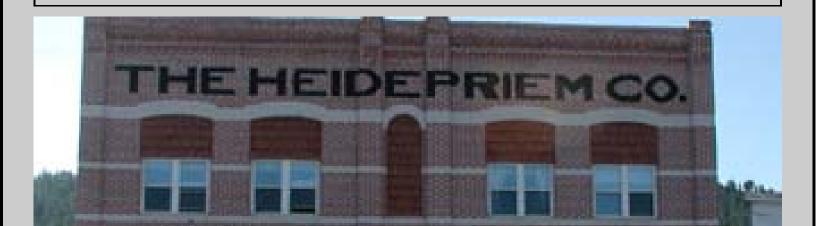
BH&B is sharing information related to the upcoming *Hwy* 385 infrastructure improvement project that will include routing options and continuous business promotion. BH&B's goal is to educate and to explain that this simple detour will not prevent, nor should it discourage visitors from enjoying their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

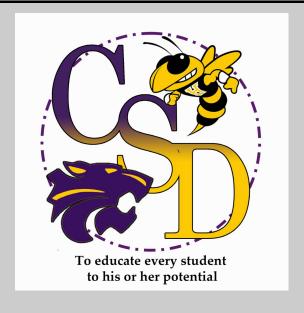
Subscribers can unsubscribe at any time.





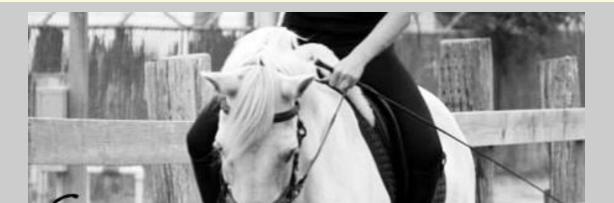
Custer Senior Center

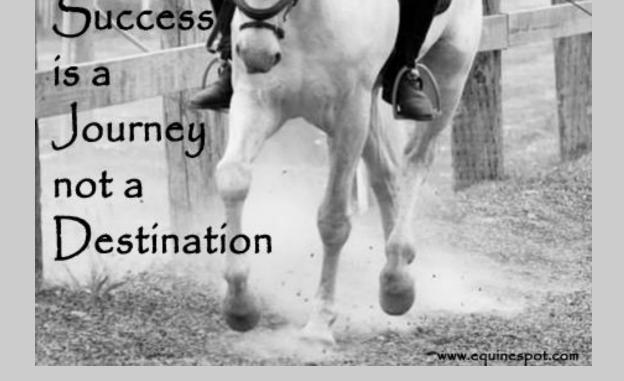
March Activities



March Newsletter

WEEKLY INSPIRATION





HELP WANTED











Cultural Center Attendant

Crazy Horse Memorial Foundation® is currently seeking a qualified candidate to fill the position of Cultural Center Attendant.

This Seasonal non-exempt, hourly position will report to the Director of Museum and Cultural Affairs.

Job duties will include (but not limited to) opening and closing the Cultural Center, staffing the information desk, monitoring the Cultural Center, welcoming and informing guests about the Crazy Horse Memorial® and its museums and cultural programs.

Duties also include engaging with guests and answer their questions, thanking them for visiting the Crazy Horse Memorial®, tracking attendance numbers of guests, performing light cleaning duties, assisting with cultural programs, assisting the Museum Collections team with pest and environmental monitoring, and light cleaning of objects. Attendant will also demonstrate support for workforce diversity and cultural sensitivity, demonstrate teamwork and cooperation, and promote a safe work environment.

A high school diploma or equivalent, candidates must be able to pass a background check and a minimum of 3 years customer service experience preferred. Compensation for this position is competitive for the region.

Qualified candidates should submit cover letter, resume and three professional references to:

hr@crazyhorse.org or mail cover letter, resume and references to: Crazy Horse Memorial Foundation Attn: Human Resources 12151 Avenue of the Chiefs Crazy Horse, SD 57730-8900



INTERN WITH JEWEL CAVE THIS SUMMER!

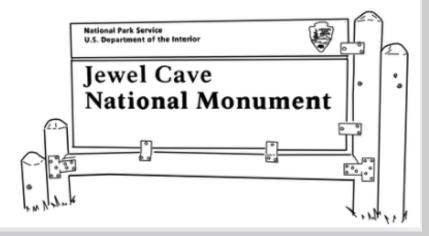
Interpretive intern to provide site orientation and visitor assistance at the visitor center. The intern also guides cave tours and other visitor

engagement activities like patio talks and guided hikes.

- \$15 per hour
- 40 hours per week for up to 12 weeks in the summer, plus another \$300 for a boot/pant stipend.
- Housing at no cost to the intern is provided (if intern does not live in the area).

Email resume and references to aimee_murillo@nps.gov









CUSTER BEACON

IS HIRING

FOR SUMMER SEASON

- 🗸 Marketing Manager
- ✓ Bartenders
- Servers
- 🧹 Kitchen Team
- Dish Washers

APPLY IN PERSON 351 WASHINGTON ST.



SEASUNAL PUSITIONS AVAILABLE

Gift Shop
Bus to Base Tour/Driver Guide
Laughing Water Restaurant
Snack Shop

Apply Online at:

https://korczaksheritage.khonline.biz/open-positions?showleaving-site-message=true

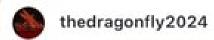


SALOON

WE'RE HIRING! Join our FUN team! We're hiring bartenders at the Gold Pan Saloon! If you're reliable, friendly, enthusiastic, and have a passion for crafting great drinks and providing excellent customer service, we'd love to hear from you. Some experience preferred but not required. If you're the right fit, we'll train! Must be able to work well independently, or as a team. Bartenders are responsible for all aspects of their respective shift (stocking, cleaning, keg/soda changes, tills, opening or closing duties, etc), so self-motivation is a must. Seriously, we're looking for someone who brings the fun! A great personality is a must. If you can chat with customers, make them feel welcome, and add to the overall atmosphere of the Gold Pan, you're exactly who we're looking for. Stop by the saloon for more information and/or to leave a resume.

Ask for Hannah. #GoldPanSaloon #BartenderJobs #Hiring #CusterSD #blackhillsjobs #blackhills

Our friends down at @moccasinsprings are hiring







Hiring Full Time Dishwasher \$14hr Wed-Sun

Email: soakinhotsprings@gmail.com

TXT: 605-891-9271

thedragonfly2024 Join our kitchen team as a dishwasher! \$14hr Full Time hours!



APPLYING FOR NATIONAL PARK SERVICE JOBS





To apply for a job, there are 4 basic steps:

- STEP 1: Create an Account on <u>USAJOBS.GOV</u>
 - Enter your profile information and create
 a resume
 - Consider the Helpful Resume Tips.
 - Note: Visit <u>USAJOBS' Help Center</u> for

HELPFUL RESUME TIPS

- Make your resume includes your specialized experience as it relates to the duties section of the job announcements in USAJOBS.
- Include hours of work or full-time/part-

More information on detting started

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

- time status for each job you include in the work experience section on your resume.
- Make your resume searchable.

COMMON SUPPORTING DOCUMENTS

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

THE NPS HIRING EXPERIENCE

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

FOR QUESTIONS, PLEASE CONTACT: NATIONAL RECRUITMENT TEAM @NPS.GOV





Part time Dishwashers!

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

Family Meal



Fun Atmosphere

Stop in to meet us!



Hiring Full Time Massage Therapists

-Great Wages





Job Description: Delivery Driver

Job Description Summary:

The Delivery Driver successfully executes the delivery of propane gas to patron locations, while providing excellent customer service. The Delivery Driver reports to the Service Manager.

Essential Functions:

Delivery of propane gas to customers as routed by dispatch.

Other duties as assigned (tank maintenance, assisting service department, basic vehicle maintenance).

Requirements:

Class B license with airbrakes and hazmat (X) endorsement

Education: High school diploma preferred

Willingness to learn company software and procedures

Physical:

Body Positions: Sitting, standing, driving, bending, crawling, climbing

Body Movements: Sitting, standing, driving

Strength: Some lifting is required, up to 100 lbs

Working Conditions: Outside environment, driving and delivering in all weather conditions.

Travel: Daily travel to customer homes and business locations, other company facilities, no overnights.

Hourly Rate: \$24/ hr and up, DOE. Opportunities for overtime and advancement. Other compensation includes health insurance, 401(k) match, and PTO.

Please email your resume to stefany@mcgas.biz or call the office at 605-347-3811.



Job Description: Service Technician

Job Description Summary:

The Service Technician executes the installation, repairing, and operation of company equipment and appliances, while providing excellent customer service. The Service Technician reports to the Service Manager.

Essential Duties:

Tank delivery and setting.

Diagnose and solve customer problems.

Connect appliances.

Install furnaces and heaters.

Requirements:

Hazmat CDL license.

Class B license with airbrakes.

High school diploma preferred.

At least 2 years of commercial driving experience preferred, but not required.

At least 2 years of maintenance/repair experience preferred, but not required.

Excellent problem-solving skills.

Attention to detail.

Ability to collaborate with others in the organization.

Enthusiasm, communication skills, and a passion for safety.

Body Positions: Sitting, standing, driving, bending, crawling, climbing

Strength: Lifting up to 150 lbs

Working Conditions: Outside environment

Travel: Daily travel to customer homes and business locations, as well as

other company facilities. No overnights.

Hourly Rate: \$25-\$35 DOE

Please email your resume to stefany@mcgas.biz or call the office at 605-347-3811.

Be sure to check out the Help Wanted section on our Website:

Our Address:

615 Washington Street Custer, SD 57730

Phone Numbers:

605-673-2244 800-992-9818



Visit our Website

dmurray@custersd.com /custersd.com

Send Us An Email

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

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