



Buffalo Bytes



CUSTER
Chamber of Commerce

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

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

Thank you!



CUSTER CONNECTIONS



Most businesses don't lose their edge in one dramatic, cinematic moment.

They lose it quietly.

A tweak here. Following a trend there. A consultant recommendation that sounds smart but doesn't fit. A few AI-generated ideas pasted into the marketing plan with the confidence of someone assembling furniture without looking at the directions.

Before long, something feels off. The business' personality is flatter. The message sounds like everyone else's. The thing that made people choose them has been polished, sanded, and lacquered in beige.

That "thing" that makes you who you are is aptly called your unique value proposition (UVP). It's the combination of what you offer, who you serve, how you serve them, and what you share about the "why" behind what you do. It's what sets you apart and entices people to buy from you or visit your business over others. A strong UVP breeds loyalty.

And yes, businesses kill it by accident all the time. Here are some of the most common ways it happens so you can watch out for it happening to yours:

Listening to Advice From People Who Don't Understand Your Market

Marketing experts and business consultants can be incredibly helpful. Fresh perspective works because outside expertise can uncover problems you've been too close to see.

But a consultant who doesn't understand your audience can accidentally steer you away from the very thing that makes your business special in the eyes of your customers.

A trendy, high-end rebrand might make sense for a luxury market, but it could alienate customers who love you because you're approachable, familiar, and practical. A polished "curated experience" might sound sophisticated on paper and what "everyone is doing" but if your customers come to you because they feel known, welcomed, and part of a family, removing that warmth isn't a strategy. It's a fast train to "It'sJustNotTheSameVille."

Good advice should sharpen your difference, not erase it.

Chasing Trends That Don't Fit Your Audience

Every industry has trends. Minimalist branding. TikTok-style videos. Subscription models. Luxe packaging. AI chatbots. "Experiences." Founder-led content. Ultra-casual copy. Ultra-polished copy. Whatever LinkedIn is currently pretending it invented.

Some trends are useful and some are noise. The danger to your business comes when you adopt a trend because everyone else is doing it, without asking whether your customers want it.

For instance, if your audience values speed, don't make everything more elaborate and wordier. If they value personal service, don't automate every touchpoint. If they value affordability, don't redesign your offer to feel exclusively high-end and then act shocked when your regulars disappear.

A trend should serve your customer relationship. It should never become the new boss of your brand.

Using AI Randomly Instead of Strategically

AI can help a business get smarter, faster, and more consistent. It can help draft emails, organize ideas, summarize customer feedback, outline campaigns, brainstorm offers, and speed up routine tasks.

But randomly asking AI questions is not the same as making AI part of your business.

If you use it without teaching it your audience, offers, tone, standards, objections, FAQs, and customer journey, you'll get generic output. Generic output leads to generic messaging. Generic messaging makes you sound like every other business trying to "elevate solutions."

AI works best when it's treated like a trained assistant, not a slot machine for copy. Don't use it hoping it will yield million-dollar results.

Give it context. Build repeatable prompts. Feed it examples of what you like/want. Review the output. Protect your voice. Otherwise, you'll sound like a bot and cost yourself additional time editing. That's not very efficient.

Becoming More Generic to "Grow"

As businesses grow, they often try to appeal to more people. Cast a wide net, catch more customers, right? While that makes sense to a point, trying to attract everyone can make your message so broad and bland that it speaks to no one.

For example, a business known for serving busy parents may water down its message to reach "families, professionals, individuals, and the community" because it seems like there are only a limited number of "parents." A boutique service provider may stop naming the exact problems clients bring them because they don't want to sound too narrow. A restaurant known for its decadent sausage gravy may redesign its menu because they realized heart disease is the number one killer in the US, and they thought they should remove the fat and switch to a healthier menu. While it may attract new customers, it will lose those who love their comfort food.

Growth should expand opportunity. It shouldn't require a personality transplant.

Copying Competitors Too Closely

Keeping an eye on competitors is smart. Copying their offers, language, pricing structure, content style, and customer experience is where you'll run into trouble.

You don't know why a competitor is doing what they're doing. Maybe their strategy is working. Maybe it's failing loudly behind the scenes. Maybe they copied someone else because they "had to do something." Maybe this is a Hail Mary pass in the last few seconds of the game and they're just hoping to move the marker.

Competitor research should help you find gaps. It should help you understand where you can stand apart. If it turns you into a slightly different version of another business, you've traded distinction for something else entirely.

Forgetting to Talk to Real Customers

Your customers will tell you what makes you different, but only if you keep listening.

Businesses often make changes based on internal opinions, industry chatter, or the loudest person in the room. Meanwhile, customers are giving clues every day. They mention why they came back. They name the employee who made the experience better. They compliment the thing you barely noticed. They complain when something meaningful disappears.

Pay attention to repeat phrases in reviews, emails, conversations, referrals, and testimonials. Your strongest positioning and ideas to meet customers needs are often hiding in plain sight.

Over-Professionalizing the Brand

There's nothing wrong with looking polished. But polished should never mean sterile.

Some businesses scrub away personality because they think professionalism requires sounding bigger, colder, or more formal. They replace specific language with vague industry terms. They remove humor. They bury warmth. They stop sounding like humans and start sounding like a committee circling back and drilling down because bandwidth requires a game-changing pivot—a bunch of empty, overused words.

Professionals and brands have personalities and the best brands feel trustworthy and recognizable. Your unique value proposition is not a slogan you write once and tape to the wall. It should guide your decisions, messaging, customer experience, hiring, technology, partnerships, and growth.

Before you follow the next trend, hire the next expert, or hand your voice to AI, ask one question:

Will this make us more clearly ourselves to the people we're here to serve?

*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: @metcalfwriting

Instagram: @christinametcalfauthor

LinkedIn: @christinametcalf5

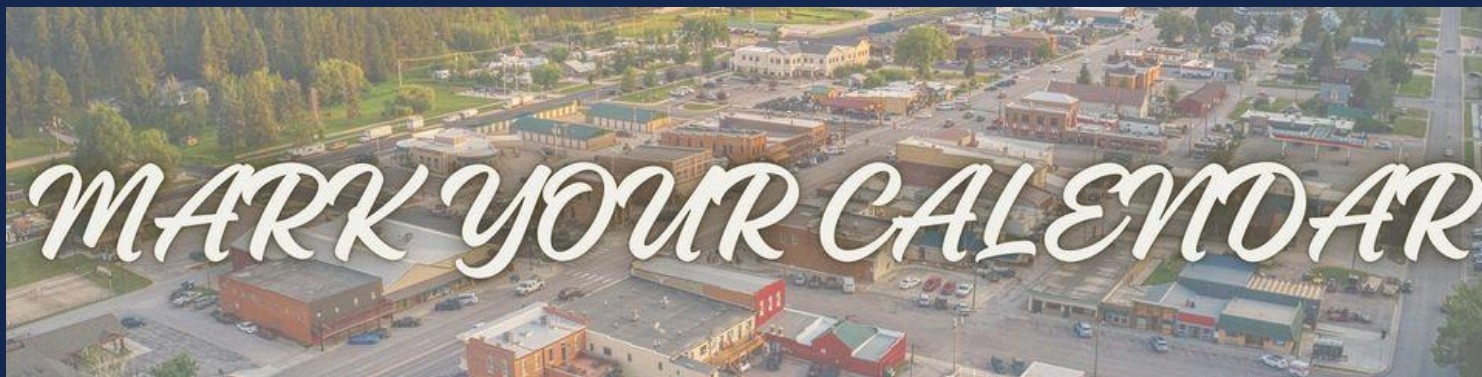


Dawn Murray
Executive Director

2026 EVENTS CALENDAR

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

[Click to download calendar](#)



May 18-22
Chamber Open House
9am-4pm

May 21
Chamber Mixer at Lewis Realty
5pm

May 22
Insight Vacations Bus w/22 guests
1-2pm



BUSES ARE COMING

May Schedule

COLLETTE BUS TOUR

BUS TIMES

11:15 AM - 12:45 PM

THURSDAY & SATURDAY

INSIGHT VACATION

BUS TIMES

1:00 PM - 2:00 PM

FRIDAY



CUSTER COUNTY BURNING REGULATIONS

Black Hills Fire Protection District • Custer County, South Dakota

These regulations apply to all state and private lands (excluding municipalities) within the [Black Hills Fire Protection District](#) located in Custer County, South Dakota.

These regulations do not apply to lands owned by the Federal Government. Permits are issued by the [South Dakota Department of Public Safety](#) – Wildland Fire. Permits are not required for open burning outside of the Black Hills Forest Fire Protection District, including campfires, burn barrels, and slash pile/debris burning.

WARNING: Violation of Ordinance 20 may result in a fine of up to \$500, imprisonment for up to 30 days, or both.

BURNING RESTRICTIONS

All burning activities are subject to current weather watches, warnings, and county burn restrictions.

Condition	Gas Grills / Gas Fireplaces	Charcoal Grills	Campfires (By Permit Only)	Burn Barrels (By Permit Only)	Slash Piles / Debris Burning (By Permit Only)	Broadcast Burning
No Watches or Warnings	Allowed	Allowed	Allowed	Allowed	Allowed	Not Allowed
High Wind Watch	Allowed	Allowed	Not Allowed	Not Allowed	Not Allowed	Not Allowed
High Wind Warning	Allowed	Allowed	Not Allowed	Not Allowed	Not Allowed	Not Allowed
Fire Weather Watch	Allowed	Allowed	Not Allowed	Not Allowed	Not Allowed	Not Allowed
Red Flag Warning	Allowed	Allowed	Not Allowed	Not Allowed	Not Allowed	Not Allowed
County-Wide Burn Ban	Allowed	Not Allowed	Not Allowed	Not Allowed	Not Allowed	Not Allowed

ADDITIONAL INFORMATION

- Visit the [National Weather Service](#) website for current watches and warnings.
- Slash pile permits within the City of Custer are issued through the [Custer Volunteer Fire Department](#).
- Slash pile burning season runs from November 1 through March 31.
- Small slash piles (up to 6 ft × 6 ft) require a minimum of 2 inches of continuous snow cover.
- Large slash piles (greater than 6 ft × 6 ft) require a minimum of 6 inches of continuous snow cover.
- Charcoal grills are permitted unless a county-wide burn ban is in effect.

REFERENCE INFORMATION

- [Custer County](#) Open Burning Regulations (excluding municipalities) – Ordinance 20
- [City of Custer](#) – Ordinance No. 944
- United States Forest Service Restrictions – [Black Hills National Forest](#)

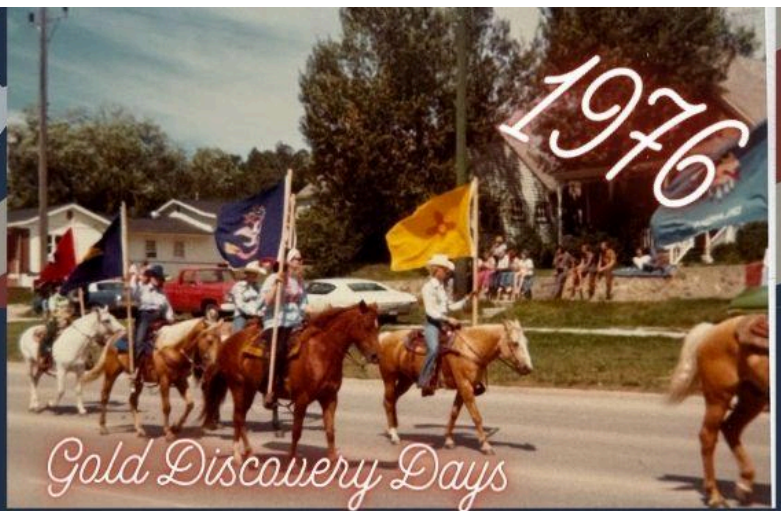


SPONSOR OPPORTUNITY!



CUSTER

Chamber of Commerce



PROUD TO BE AN AMERICAN—RIGHT HERE IN CUSTER!
THERE'S NOTHING QUITE LIKE SMALL-TOWN PARADES, WAVING
FLAGS, AND NEIGHBORS LINING THE STREETS. THIS YEAR, YOU
CAN BE PART OF THAT TRADITION BY SPONSORING A STATE FLAG
IN BOTH THE 4TH OF JULY PARADE AND THE GOLD DISCOVERY
DAYS PARADE!

WE'RE LOOKING FOR 50 LOCAL BUSINESSES TO EACH SPONSOR
ONE OF THE 50 STATE FLAGS, CARRIED PROUDLY ON HORSEBACK
DOWN THE PARADE ROUTE.

FOR JUST \$75, YOUR BUSINESS WILL RECEIVE:

- ★ YOUR FLAG CARRIED IN BOTH PARADES
- ★ A GOOD OL' HOMETOWN SHOUTOUT ON SOCIAL MEDIA
- ★ YOUR BUSINESS ANNOUNCED LIVE AS FLAG RIDES BY

FLAGS ARE FIRST COME, FIRST SERVED—SO DON'T WAIT!

IT'S A SIMPLE WAY TO SHOW YOUR PRIDE IN OUR COUNTRY,
SUPPORT TO BRING BACK A GREAT LOCAL TRADITION, AND LET
FOLKS KNOW YOU'RE PART OF WHAT MAKES THIS COMMUNITY
STRONG.

LET'S FILL MAIN STREET WITH RED, WHITE, AND BLUE—RESERVE
YOUR STATE TODAY!

Promote Your Business

We're excited to introduce a unique and highly visible advertising opportunity right here at the Custer Area Chamber of Commerce Visitors Center—one of the most frequently visited stops for both tourists and locals. We are installing 18" x 24" posters inside the Visitors Center restrooms, featuring 12 individual business ad spaces. Each ad will include a QR code that links directly to the chamber website, —making it easy for visitors to connect with you instantly.

Why This Works:

This placement offers exceptional visibility and engagement:

- High foot traffic from visitors daily
- A captive audience with longer viewing time
- Direct interaction through QR codes
- Affordable, targeted local advertising
- Reaches travelers actively looking for places to eat, shop, stay, and explore

Advertising Details

- Location: Bathroom stalls at the Custer Chamber Visitors Center
- Poster Size: 18" x 24"
- Total Spots Available: 12
- Cost Per Spot: \$250

Each ad includes:

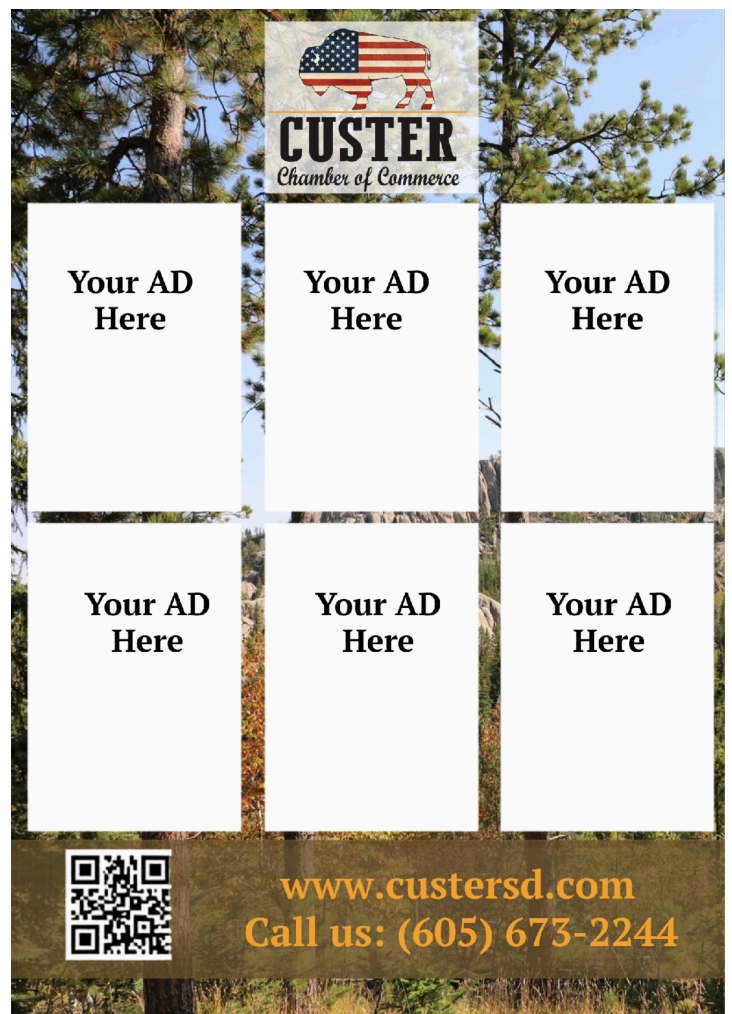
- Your business name
- A short message or special offer
- Optional phone number or tagline

What You'll Receive

- Professionally designed ad placement
- Exposure to thousands of Visitors Center guests
- Placement for the full advertising cycle


Perfect For

- Restaurants & coffee shops
- Lodging & cabins
- Retail shops
- Tours & attractions
- Local services.



Spots are limited and expected to fill quickly, so we encourage you to reserve yours as soon as possible.

To secure your space or learn more, please contact us:

 (605) 673-2244

 dmurray@ustersd.com

We look forward to helping you connect with the many visitors exploring the Custer area!



Let's make Gold Discovery Days fun for everyone!



Approximately 224 students in the Custer School District have been identified as students in need. If you or your business would like to sponsor wristbands to be given to local students, please contact the Chamber at 605-673-2244 or dmurray@custersd.com



2026

Ribbon Cutting



BLACK HILLS
**PARKS &
FORESTS**
ASSOCIATION

BLACK HILLS PARKS AND FORESTS ASSOCIATION

WHEN: THURSDAY, MAY 14TH

WHERE: 833 MT RUSHMORE RD

CUSTER, SD

TIME: 4PM

CUSTER
Chamber of Commerce

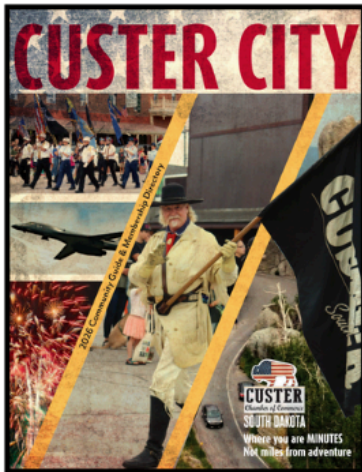
OPEN HOUSE



MAY 18TH - MAY 22

Drop off
your
brochures

Stop in and grab your maps and magazines for the 2026 season!

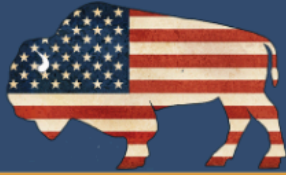


615 Washington St, Custer, SD 57730

www.custersd.com



Chamber Mixer



CUSTER
Chamber of Commerce

Hosted By:



May 21st from 5 p.m. to 7 p.m.

Held At Lewis Realty

14 Mt Rushmore Rd, Custer, SD 57730

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



**We are looking for
donations for swag bags**

Ideas for donations

Water bottles

Snacks

Sunglasses

Bandanas

First aid kits

Discount coupons

Highlighters/pens

other items that have your logo

For More Information

Call: (605)-673-2244

Email: dmurray@custersd.com





Sponsor the
CUSTER
OFF-ROAD RALLY
June 12-14

PREMIER- \$500+
RAZOR- \$300
RANGER- \$200
MULE \$100

Email Dawn at dmurray@custersd.com

Selfie Stop
Sponsor- \$250



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



June 17th





John Handyman Service
The Black Hills Bakery- Gluten Free
Black Hills Disc Golf Club
Hobo's Healing Heart
Black Hills Roofing
Wolff's Plumbing & Heating
Aardvark Pest Management
Custer Reloading Center
Fort Welikeit Campground
Black Hills Sewer and Drain Solutions
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



This week, we're taking adventure off the pavement and straight into the heart of Custer State Park with Buffalo Safari Jeep Rides!

Experience the Black Hills like never before on an open-air jeep safari that brings you up close to one of the most iconic wildlife herds in North America. Guided by local experts, each tour offers an unforgettable journey through rolling prairie, granite outcrops, and the wide-open landscapes that make Custer truly special.

What makes this experience unforgettable:

Guided open-air jeep tours through Custer State Park

Up-close viewing of free-roaming bison, elk, pronghorn & more

Educational and entertaining local guides

Access to areas and wildlife viewing spots most visitors miss

A true "bucket list" Black Hills adventure

Whether it's your first time visiting or you've lived here your whole life, Buffalo Safari Jeep Rides delivers a whole new way to experience the wild beauty of our backyard.

13389 US Hwy 16A, Custer, SD

(605) 255-4541

Reservations recommended

Thank you, Buffalo Safari Jeep Rides, for helping visitors and locals connect with the wild side of the Black Hills!



CUSTER
Chamber of Commerce

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

Annual Spring Tea – A Delightful Afternoon Awaits!

Join us at the Custer Senior Center on **Thursday, May 21st at 6:30 PM** for an evening of wonderful entertainment by special guest **Hanna Honors**.

Hanna is a talented member of the Custer arts community. She is a performer, teacher, and facilitator who works closely with local youth through Kids Rock Custer and shares her passion for music through teaching piano and guitar. She also writes her own music and is currently working toward completing an album of original songs. With a style influenced by rock, folk, indie alternative, pop, and classical guitar, Hanna brings a unique and inspiring perspective you won't want to miss.

Come to enjoy a lovely evening of music, storytelling, and cheer! Custer Senior Center, 528 Mount Rushmore Road, Custer SD 57730



FAMOUS CINNAMON ROLLS ARE BACK

SENIOR CENTER

MAY 22 ONLY @ 9AM



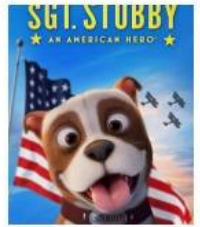
**RECOMMENDED TO CALL AHEAD
605-673-2708**

All American Memorial Day Activities

Beaver Lake Campground

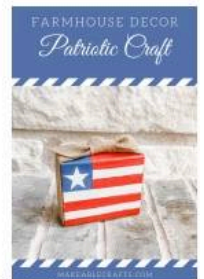
Beaver Lake Campground 12005 US HWY 16

Please! Children under 12 must be accompanied by adult for all activities. Thank You!



* Remember * Respect * Reflect

- Friday May 22, 7pm to 9pm. Rec. Hall
Movie Night: Free Popcorn-Bring a drink.
- Saturday May 22, 10AM OR 3:00 PM Rec. Hall-
CRAFT-Wooden Flag Holder Decor one craft per family, kids under 12 must be accompanied by adult.
- Saturday May 22, 8:00 PM Outside Rec. Hall
Patriotic Campfire -Making Campfire Cones
Cost:\$2.00 per person.
- Sunday May 23, 10:00AM to 11:00 **Chapel and Hymn Sing**
In Rec. Hall Join us for songs old and new, fellowship and scripture.All denominations welcome.
- Sunday May 23, 1:00-3:00 **Movie-Sgt. Stubby**-bring a snack and drink.
- Sunday May 23, 7:00PM- 8:30 **Patriotic Coloring Pages and Board Game Fun!** Come play with family and new friends.
- Monday May 24, **Happy Memorial Day!**



HOT SPRINGS CHAMBER OF COMMERCE PRESENTS



THE VETERANS TOWN • HOT SPRINGS, SD



MAY 22-25, 2026

A Wall of Honor will be up throughout Memorial Weekend located in downtown Hot Springs. Attendees are encouraged to bring pictures of their Veteran or Active-Duty Military loved ones. Lamination of pictures will be offered (first come, first served) Friday night during the Wine Walk, or ribbons and markers will be provided to write names on.

FRI - Wine Walk & Play • 4:30-7pm \$15 Wine Glass, or \$5 Water Bottle, Participating Businesses
FREE Live Music • 8pm The 309 General Restaurant & Bar (Must be 21)

SAT - BOGO 50% Off Admission at Evans Plunge • 10am-6pm
FREE Admission to World Fossil Finder Museum • 10am-5pm
Military Trivia Contest • 5-7pm The American Legion Post #71
DJ Cee Bee • 8pm-Midnight The American Legion Post #71
Bugle Taps • Sunset The American Legion Post #71

SUN - BOGO 50% Off Admission at Evans Plunge • 10am-6pm
Military Showcase • 10am-4pm Centennial Park
Worship Service • 10:30am Scott Daley presiding, Centennial Park (Please bring seating)
Community Picnic • 11am-1pm The American Legion Post #71
Wheels Display • 11am-5pm Centennial Park - "If it's got wheels, bring it!"
Sandstone Singers • 11:30am-12pm American Legion Post #71
Patriotic Parade • 1pm Downtown Hot Springs
FREE Live Music • 7-9pm Bobby Jo Holman @ The 309 General Restaurant & Bar (Must be 21)

MON - Stars, Stripes & Steps • 8-11am 5K & 2K, Start & Finish at Cent. Park
Memorial Program at the State Veterans Home • 10-11:30am Outdoor Pavilion or Auditorium if inclement weather

ACTIVITIES ALL WEEKEND LONG!

FOR MORE INFORMATION: Scan the QR Code or visit the event page at www.hot-springs-sd.com, or our Facebook event page



Custer County, Custer School District & Custer City Surplus Online Auction

ONLINE BIDDING OPENS Friday · May 22nd, 2026

- Closing Tuesday · May 26th, 2026, 4:00 PM

Located at Bradeen Auctions, 9 W. Mt. Rushmore Rd., 25365 US Hwy 385,

31 S. 3rd St. & 12357 Willow Creek Rd., Custer, SD.



Featuring: '93 AM General M998 HMMWV; '85 AM General M998 HMMWV; '18 Dodge Charger; '05 Ram Truck; '05 RDKG 8x24 Trailer; '05 Komatsu 4x4 Backhoe; '03 Bobcat Skid Steer 553; '01 Ford F350 4x4; '00 Trail King tilt-deck trailer w/pintle hitch; John Deere 2955 Tractor; '91 DCT 116 Trailer; '83 FMC800 Fire Truck w/750 gal. tank; Lincoln Idealarc shop welder; Cummins Diesel engine timing tool kit; Black & Decker valve grinding kit; used cattle guards; concrete mixer; Pneumatic jackhammer; underground pipe; chain link fence; floating catwalks and MUCH MORE!

Property Inspection: Items will be available for inspection at all locations on Tuesday May 26th, from 11am to 1pm. See the detailed descriptions & photos in the online catalog, at www.bradeenauction.com.

Property Settlement & Pickup: All items must be settled for Wednesday May 27th between 10am & 12pm at Bradeen Auctions, 9 W. Mt. Rushmore Rd. Custer, SD. No Exceptions.

See complete details & photos on www.bradeenauction.com

OWNERS:

Custer County,
Custer City &
Custer School
District

BRADEEN
100 YEARS

REAL ESTATE & AUCTIONS

Ron Bradeen - Jeff Storm - Travis Mayer, Auctioneers
605-673-2629 • Custer, SD
www.bradeenauction.com



QB CLASSES & EVENTS

✦ **MAY 2026 - QUILTED BUFFALO**

5/6/26 TEMP QUILT & WANDERER'S WIFE
MEET UP 11A-3P

5/9/26 OPEN SEW WITH JODY 10A-4P

5/29/26 5TH FRIDAY FQ SALE

5/30/26 EOM/EOB SALE

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

REGIST NOW!

WWW.QUILTEDBUFFALO.COM

SUMMER

MUSIC

SERIES

CUSTER SUNDAYS 2PM

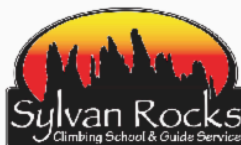
1881 COURTHOUSE MUSEUM LAWN
HEADLINERS 3:00PM



DATE	MUSIC	FOOD TRUCK
MAY 31	WILD BLUE	YOYO HIBACHI
JUNE 14	BLACK ASTERS	CO'S WINGS
JULY 12	NEON EYES + SPEED CITY DEMONS	CO'S WINGS
JULY 26	JOHNNY HASTINGS & STILLHOUSE DOWN	WILD GUYS
AUG 16	MOONCATS	EDDIE'S TACOS
AUG 30	JOHNNY LONESOME BAND	RUTH'S KITCHEN

COME CHILL ON THE LAWN FOR GREAT TUNES AND TASTY FOOD FAMILY & PET FRIENDLY - BEER & WINE - SHADE

BRING A BLANKET, LAWN CHAIR, SNACKS & FRIENDS!
ALL PETS MUST BE LEASHED





[The main body of the page is blank white space, framed by a dark blue border.]

Mountainview
BAPTIST CHURCH

JOIN US: JUNE 1-5

VBS



K5-8TH GR. • 9AM-NOON • FREE EVENT

COME SEE THE
EXCITING STORY
OF MISSIONARY
ALEXANDER MACKAY
A faithful engineer,
building roads, and lives,
for Christ in Africa

FAMILY
FESTIVAL
FRIDAY
6:30 PM

MOUNTAINVIEW BAPTIST CHURCH
NEXT TO CUSTER AIRPORT
CALL FOR TRANSPORTATION
605-673-2498
MOUNTAINVIEWBAPTISTCUSTER.COM





SUMMER

Kickoff Party

FREE FOOD

BOUNCE HOUSES

MUSIC

RACES/COMPETITION

FACE PAINTING

**LET'S KICKOFF THE SUMMER
WITH SOME ((FREE)) FUN**

**JUNE 3RD
5PM-6:30PM**

HARBACH PARK, CUSTER, SD



EVENT: Vacation Bible School

1-6 Grades are invited to:

ILLUMINATION STATION: GLOW FOR JESUS!

DATE: June 8-12

TIME: 6:00-8:00 pm

WHERE: Crossroads Church

QUESTIONS: Katie Allison @ 308 672 9370 or email

office@crossroadsofcuster.com



Scan QR Code for Registration!!



H-2B Visas for Next Season: Learn About This Staffing Solution for Your Organization!

June 10, 2026 11:00AM (CT)
via Google Meet

Attend this webinar to help you understand how to successfully employ seasonal, international workers.



 Program Basics	 Practical Guidance
 Strategic Tips	 Timely Insight



[Click to register](#)

SENIOR GAMES 2026



JUNE 12-13, 2026

Calling all athletes age 50+, it's the return of the annual YMCA Senior Games!
Join us for a weekend of comradery, friendly competition and skill.
Game categories include: archery, track and field, swimming,
pickleball doubles, strength, mind games and more!

Full schedule of events and registration:



SILVER SPONSORS:



the **Y** YMCA **REGISTER TODAY!** **YMCABH.ORG** **>>>**

FOR MORE INFORMATION CONTACT:
ERICA.RICHTER@YMCABH.ORG

For a better us.®

EARLY BIRD REGISTRATION AND
T-SHIRT DEADLINE IS MAY 24

Veterans Appreciation BBQ



FREE WILL DONATION

PUBLIC EVENT

**TO SUPPORT
LOCAL VETERAN
ORGANIZATIONS**

**CUSTER VETERANS MEMORIAL PARK
434 WASHINGTON STREET**

FRIDAY JUNE 19TH 11:00 AM TO 2:00 PM

BURGERS - BRATS - CHIPS - BEANS - POTATO SALAD

JUNIOR CAVER DAY

Jewel Cave National Monument

11149 US 16 Custer, SD 57730

SATURDAY, JULY 25TH, 2026

10AM - 2 PM

Junior Ranger Swear-In around 2:15

Join us at the Jewel Cave
Visitor Center to earn
a Junior Caver Patch and
A Junior Cave Scientist
Badge!



This is a FREE EVENT, but if you are
interested in going on a cave tour,
please visit [Recreation.gov](https://www.recreation.gov).

**CRAFTS!
ACTIVITIES!
GIVEAWAYS!**

For Questions Contact:

605-673-8300





Custer Community School Garden

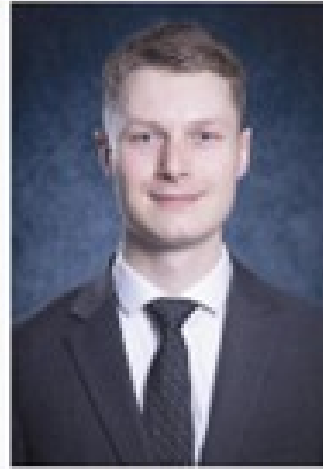


The Custer Community School Garden is a partnership between Custer Area Economic Development and Custer School District, created for the benefit of Custer residents. The garden features 32 beds that support local gardening as well as summer programs hosted by the Library and YMCA.

There are 10 open beds available this year. A bed costs \$30 and needs a garden form filled out and sent to Colleen Hennessy, 245 S 8th St, Custer. For the form, contact Colleen at chennefrank@aol.com

WELCOME

**Dr. Catherine Franco DDS
Dr. John Zent DDS**



Dr. Kari Bolen DDS is pleased to announce the addition of Dr. Franco and Dr. Zent to Custer Dental Studio in July 2026! We look forward to offering you expanded appointment times and additional dental providers in Custer, SD!

**Custer Dental Studio
141 N. 5th St, Custer SD 57730**

Call 605.673.2212 to schedule your dental appointment today!

250 YEARS AND COUNTING

GET YOUR TICKETS!
THEATRE605.ORG
605.255.4141

SEASON 80 • 2026

COMEDIC WHELPHIND TOUR OF
AMERICAN HISTORY

The **COMPLETE**
HISTORY OF AMERICA
(ABBRIPOED)



JUNE 7 - 21
BY ADAM LONG, REED HARTZEL, JUSTIN TICHENOR

FICTIONAL MUSICAL ACCOUNT OF THE SIGNING
OF THE DECLARATION OF INDEPENDENCE



1776

JUNE 28 - JULY 12
BOOK BY PETER STORM
MUSIC AND LYRICS BY SHERIDAN EDWARDS

HIT MUSICAL BASED ON A
REMARKABLE TRUE STORY

**COME FROM
AWAY**



JULY 19 - AUG 2
BOOK, MUSIC AND LYRICS BY
BENJAMIN SANDOFF AND DAVID HORN

FOUR GENERATIONS OF WOMEN
AND THE CONSTITUTION



**WHAT THE
Constitution
MEANS TO ME**

AUG 9 - 15
BY HEIDI SCHUECK



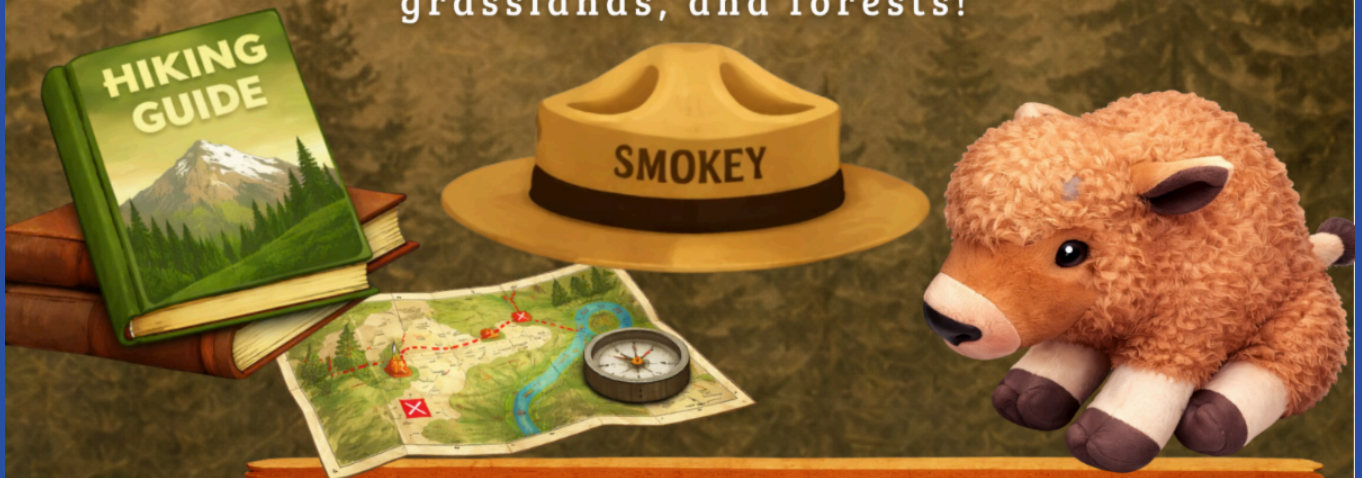
EXPERIENCE THE MAGIC OF THEATRE THIS SUMMER IN CUSTER STATE PARK



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 - 5:00PM

SATURDAY • 9:00AM - 2:00PM

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

Mt. Rushmore Brewing Company

THE TAPROOM

— IS OPEN FOR THE SEASON —

FROM 11 AM TO 9 PM!



140 Mt. Rushmore Rd.
Custer, SD

Why Social Security matters more for women

*Reported by Jared Slagle MBA,
Edward Jones, Member SIPC*

When planning for retirement, Social Security isn't just another item on your financial checklist. For women especially, it's often the cornerstone of a secure retirement. The Social Security Administration reports that nearly 55% of Social Security benefit recipients are women, and for many, it's their primary source of retirement income.

Unlike investments that can lose value when the market drops, Social Security provides guaranteed income that adjusts for inflation and generally lasts as long as you live. That reliability makes it valuable for helping to address two major retirement risks: rising costs and the possibility of outliving your savings.

Life expectancy. On average, women live about five years longer than men ([CDC 2023 Life Expectancy measure](#)). That means they rely on Social Security for a longer period, making the decision of when to start benefits especially important.

Taking Social Security early reduces your monthly benefit. You can claim benefits as early as age 62, but every month you wait increases your monthly payments by two-thirds of 1%, or 8% per year, maxing out at age 70. Given women's longer life expectancy, that patience can pay off.

Building your benefit. Your Social Security benefit depends on your 35 highest-earning years. If you have years with zero or very low earnings in that calculation, it can reduce what you receive in retirement. Many women step away from work or reduce their hours to care for family members, and that trend is increasing. A 2025 [University of Kansas](#) analysis found that the

share of mothers with children under age 5 leaving the workforce fell more in early 2025 than at any point in the past 40 years. The study also noted that rising return-to-office policies may continue to impact working mothers.

While staying in the workforce builds a stronger earnings history and better benefits, that isn't realistic for everyone. Those who can't may need to plan and fund alternative sources for retirement income

Protection for married women. Marriage can provide additional Social Security options. A lower-earning spouse may receive up to 50% of their partner's full retirement-age benefit.

If your spouse dies, you can receive the higher of your own benefit or up to 100% of your deceased spouse's benefit. However, if you remarry before age 60 (age 50 for disabled widows), you lose eligibility for survivor benefits from your late spouse while the new marriage lasts.

Women divorced after at least 10 years of marriage may qualify for benefits based on an ex-spouse's record. If you remarry, you forfeit spousal benefits while the new marriage continues.

A word of wisdom: Report any name changes following marriage or divorce to the Social Security Administration to ensure your earnings and benefits are correctly credited.

Navigate carefully. Given the complexity of Social Security rules, the unique retirement challenges women face and the lasting impact of claiming decisions, working with a qualified financial advisor can be invaluable. An advisor can help you navigate questions about timing, spousal benefits and how Social Security fits into your overall retirement plan.



Jared Slagle is a Financial Advisor
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



Magical Christmas Markets of Germany

AmaWaterways | AmaCerto
Nov 2027

LIMITED TIME OFFER

Promotions expire June 30, 2026

Magical • Enchanting • Festive River Cruise

Cruise the Main & Rhine 7 nights through storybook villages,
castles, with exceptional dining & iconic Christmas markets
and guided tours all for one inclusive price

Small deposit due by June 30, 20286 - Don't delay!

CONTACT:

307.760.7175



your hometown agency





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.

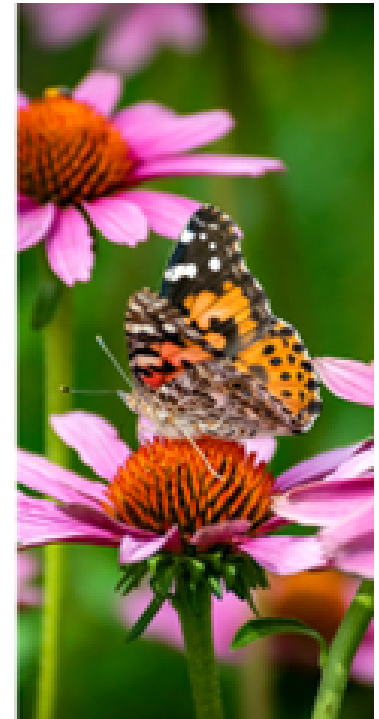
Both the 5th-8th grade and 8th-12th grade camps will run **July 19 through 25, 2026.** Throughout the week, campers will explore acting, singing, dance, and technical theatre, guided by professional instructors who encourage bold artistic choices and creative confidence. The week culminates in an end-of-camp 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."

1





Happy spring, tourism industry friends!

As we gear up for peak season, we are jumping into spring with newborn cinnamon calves in Custer State Park, intermittent rain showers (we need more!), greening grass & budding trees, high school & college graduations around the corner, and dozens of statewide industry events. I have my seatbelt on and am ready to go! I hope you are too.

Let's get right to it and share some important items we want you to be aware of:

1. *National Travel & Tourism Week (NTTW) 2026 kicks off May 3 and runs through May 9.* There are many activities planned around the state for NTTW, and the team and I will be heading to all four tourism regions to join many of you in the celebration. Be sure and *light up your community, business or attraction in red* to celebrate NTTW and remind residents & visitors alike of the importance of the tourism industry to our state and nation. As part of our department's NTTW activities, we'll be joining Governor Larry Rhoden on **Monday, May 4**, at Mount Rushmore National Memorial for an NTTW kick-off press conference. We'll send more details soon about how you can join us for this special event. If you have any questions about how you can engage in NTTW, please reach out to *Bailey Tysdal*.
2. Our free *Spring Customer Service Seminars* coincide with NTTW and will be held in Rapid City, Hill City, Chamberlain, Aberdeen and Sioux Falls, **May 5-7**. We have another outstanding speaker this year and highly encourage you and your frontline staff to join us for a time of professional development as we gear up for the busy summer visitor season.
3. Cole Irwin and Kyler Flock from our Global Travel & Trade team, along with 19 incredible South Dakota industry partners, are in Medora, ND this week to participate in the *International Roundup*. Our South Dakota delegation will be meeting with more than 40 international tour operators to inspire future travel to South Dakota. Cole and Kyler will also be hosting several post-IRU Destination Immersion tours across the state.

Please continue reading this newsletter to learn more about upcoming *Insider Sessions*, *Rally Rush 2026* efforts and grant funds, the launch of our new **Agritourism Passport**, and other industry updates.

On a personal note, I want to thank the many industry friends who reached out to me over the past two weeks as my family and I celebrated the life of my dad. Regardless of their age, it's never easy to lose a parent. I want you to know just how much I appreciate your sympathy, thoughts, prayers, flowers and friendship.

As the team and I fan out across the state in the coming days, we hope our paths cross with yours. If you have any questions about NTTW, the Spring Customer Service Seminars or any other information you read in the *Mile Marker*, please don't hesitate to reach out to me or any of the *team members* at Travel South Dakota. Here we go! Let the fun and busyness begin!

All our best,
Jim and Team



PRESS RELEASE

Black Hills Area Community Foundation invites community to guide \$200,000 regional investment

The Black Hills Area Community Foundation (BHACF) has opened its third Thriving Communities Initiative, a recurring program where Black Hills residents shape the focus of a significant regional investment.

Through the end of May, Black Hills residents are encouraged to vote online for an issue area that needs more attention and investment. Throughout 2026 and 2027, BHACF will invest more than \$200,000 in response to the community's input. In 2027, BHACF will also bring community members together to connect, learn, and discuss solutions.

In commemoration of BHACF's 20th Anniversary, BHACF has increased the investment and time period allocated to the community's chosen issue, allowing for more opportunities to start important conversations and engage the community in action steps.

This spring, community members can choose between four causes:

- **Community Information:** Support local libraries, journalism, museums, and other information hubs.
- **Quality Care for Elders:** Help our senior generation thrive in this phase of life.
- **Arts for All:** Cultivate community and build bridges by expanding access to the arts.
- **Childcare for Healthy Families:** Expand families' access to quality childcare services.

“The Thriving Communities Initiative is about more than giving back, it's about building community. We're looking forward to engaging our community more deeply in their chosen issue area. This spring, each survey response is especially important because it will shape the initiative's focus for two years,” said Chris Huber, President & CEO of BHACF.

At the end of 2026, BHACF will award its first round of nonprofit grants informed by the community's survey responses. In 2027, BHACF will bring community members together to connect, learn, and share additional input. At year's end, a second round of grants will be awarded. The Thriving Communities Initiative supports nonprofits across the northern, central, and southern Black Hills.

Black Hills residents are encouraged to share their email in the survey to stay involved in the Thriving Communities Initiative throughout its two-year cycle. The anonymous, 3-question survey closes on May 31. To vote, learn more, or donate to the Thriving Communities Fund, please visit www.bhacf.org/thriving-communities.



Caption: In September of 2025, the Black Hills Area Community Foundation announced its Thriving Communities grantees for the community's selected issue area, Youth Mental Wellness, at the Spearfish Canyon Lodge. This year, community input will shape a \$200,000 investment in the Black Hills region distributed throughout 2026 and 2027. Photo courtesy of BHACF.



Caption: In 2025, BHACF responded to community voices with \$145,000 invested in youth mental wellness. The Foundation also partnered with the Rapid City Arts Council to host an art installation designed to reduce stigma and spark conversations about the issue. Photo courtesy of Rapid City Arts Council.

About the Black Hills Area Community Foundation:

The Black Hills Area Community Foundation is a registered public charity, operating as a 501(c)(3) organization. It funds charitable work, inspires donors to make meaningful gifts and manages initiatives around key issues. The Thriving

Communities Initiative represents the Foundation's third special initiative, in addition to its Beautiful Black Hills and Strategic Housing initiatives.

For Interviews:

Call 605-718-0112 or email Nicole Schlabach, BHACF's Communications Director, at nicole@bhacf.org.



Forest Service
U.S. DEPARTMENT OF AGRICULTURE

Black Hills National Forest

Forest Service News Release

Media Contact: Krista Landreneau, Program Specialist

(605) 673-9201

krista.landreneau@usda.gov

<https://www.fs.usda.gov/ro2/blackhills>

Rochford Motor Vehicle Prohibition

Rochford, S.D., May 1, 2026 – Beginning May 2, 2026, at 12 a.m. through August 1, 2026, motor vehicle use will be temporarily prohibited on the National Forest System Roads (NFSRs) 125, 190, 190.1A, 191, 192, and 192.1A on the Mystic Ranger District, Black Hills National Forest. This is to protect public health and safety due to the nature of the operations.

There will be heavy machinery operations occurring at these locations. Officials said the safest course of action is to temporarily close these areas due to the heavy equipment being utilized.

Signs and flagging will be posted at each area that is closed during operations and removed when operations cease.

The Rochford Motor Vehicle Prohibition Order No. BKF-189-2026 including the map, can be found on the Black Hills National Forest website. For more information on the Black Hills National Forest, visit <http://www.fs.usda.gov/blackhills>.

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

###

USDA is an equal opportunity provider, employer and lender.



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

Project Update

Friday, May 15, 2026

Current Construction:

- Construction activities, including the laying of gravel surfacing, are continuing in the U.S. Highway 385 construction area (Pactola Dam to Calumet Road) with the use of flaggers. Motorists can expect delays of up to 15 minutes on weekdays and some Saturdays. Work generally occurs during daylight hours.
- The driving surface within the construction area is a combination of pavement, blotter (a hard, packed surface that resembles asphalt), and gravel. Highway 385 has gravel from Wrinkle Valley Road to Pactola Dam and from Sheridan Lake Road to the north for one-half mile.
- The contractor is placing grass seed in the areas adjacent to the newly constructed roadway.

- Beginning Monday, May 18, 2026, a scaling crew will begin work along Highway 385. This work includes using water and machinery to remove loose rocks and debris from steep rock faces. This process minimizes future rock fall. Traffic will be managed with a pilot car with anticipated wait times up to 15 minutes.



Upcoming Construction:

The driving surface within the construction area will be fully blotted (a hard, packed surface that resembles asphalt) by the end of July.

Memorial Day: Construction activities will be paused on Saturday, May 23, 2026, and will resume on Tuesday, May 26, 2026.

Independence Day: Construction activities will not take place on Saturday, July 4, 2026.

Sturgis Rally: Construction activities will be paused from Wednesday, Aug. 5, 2026, and will resume on Tuesday, Aug. 18, 2026.

[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.

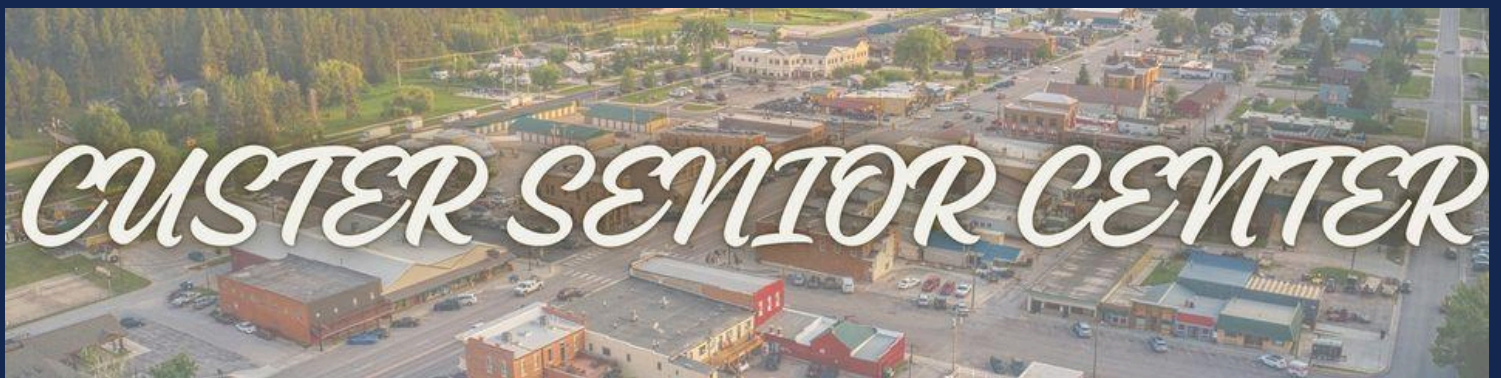
Subscribers can unsubscribe at any time.



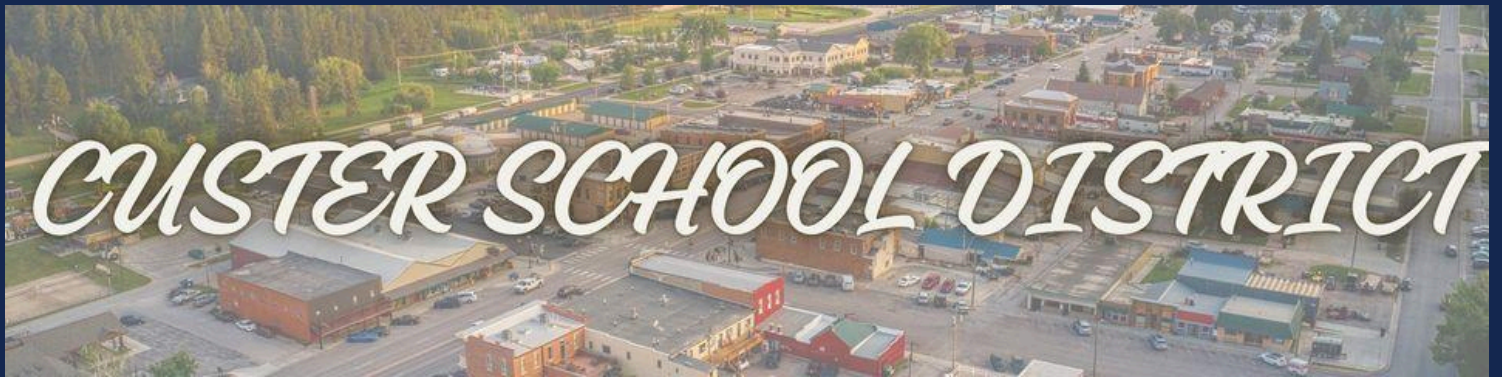
**U.S. HIGHWAY 385
CONSTRUCTION**
PENNINGTON-LAWRENCE COUNTY LINE TO SHERIDAN LAKE

FREE TEXT ALERTS:
Text “US385” to 605-566-4041

Thank you for joining the SDDOT U.S. Highway 385 Text Update List! You will now receive the latest updates on this project via your mobile device. Thank you!



May Activities



To educate every student
to his or her potential

May Calendar



*"Your time is limited, don't
waste it living someone else's
life."*

(Steve Jobs)



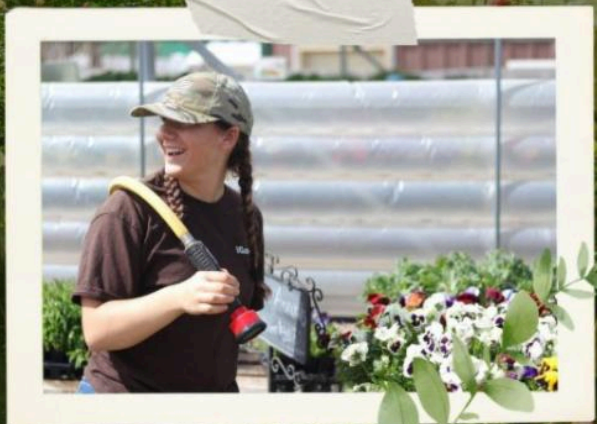


HELP WANTED

*Part-time and full time positions
available at Dakota Greens*

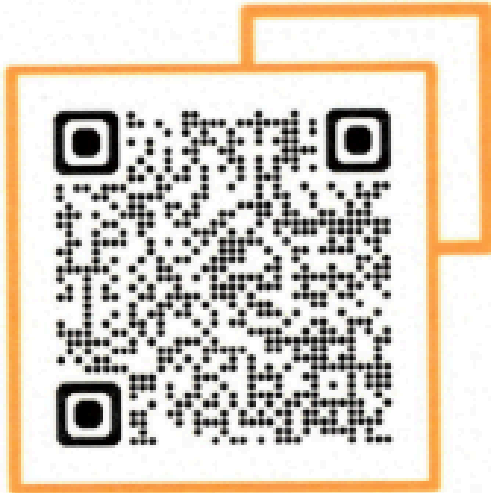
Greenhouse experience can be taught

Saturday Availability and June Availability required



Black Hills Federal Credit Union

It's Time To
APPLY



**NOW
HIRING**
**MEMBER
EXPERIENCE
CONSULTANT**



Starting Pay **\$19.84/hr**

(may increase depending on
relevant experience)

CONTACT US:

- 605-858-6387
- karmang@bhfcu.net
- 1135 Mt. Rushmore Rd, Custer, SD
57730

Growing Roots Custer Job Openings



1. Summer Assistant & Potential Future 0-3 Lead Teacher

Join Growing Roots as a Summer Assistant Teacher supporting our outdoor summer childcare program in Custer, with the potential to grow into a 0-3 Lead Teacher role. We're looking for a calm, observant, child-centered educator who values outdoor learning, strong relationships, and Montessori-inspired early childhood education.

View job listing and apply:
<https://docs.google.com/forms/d/e/1FAIpQLSfM7PQciwv5kSpNCIBUYyuD7gsoehrpE8JHBelXOP6muRpmYw/viewform>



2. Executive Director

Lead the vision, operations, fundraising, marketing, and community relationships for Growing Roots Preschool as a part-time Executive Director in Custer, South Dakota. This role is ideal for an organized, community-minded leader who can support long-term growth, strengthen family and local partnerships, and help sustain a high-quality, Montessori-inspired early childhood program.

View job listing and apply:
<https://docs.google.com/forms/d/e/1FAIpQLSfjyXOEPyOJBZvVpm-Jt-KgflW2Kwx2TEbTYm212M6kEiZOWw/viewform>



3. Substitute Teacher

Support Growing Roots as a substitute teacher with flexible hours and time commitments, helping provide a consistent, caring presence for children when coverage is needed. This role is a great fit for a dependable community member who is patient, responsible, and genuinely good with kids.

View job listing and apply:
<https://docs.google.com/forms/d/e/1FAIpQLSfInGYcZCsGH-qgh33K6Azmg0c5TIj5uVaoCXaVSljBA2R2w/viewform>

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:

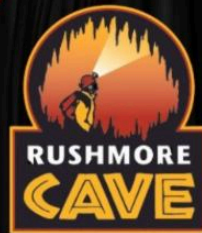
- Work as a part of a team
- Greet patients in a polite, prompt, and helpful manner
- Update patient information
- Collect patient copays
- Ensure completion of any required forms
- Inform clinical staff of patient's arrival
- Maintain orderly waiting areas
- Coordinate, schedule, and reschedule patient 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





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

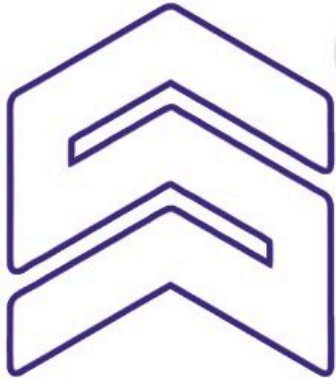
- Stop in to apply in person
- Send Your CV to Colby at
Carsondrug@gwtc.net
- Apply on Indeed





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!



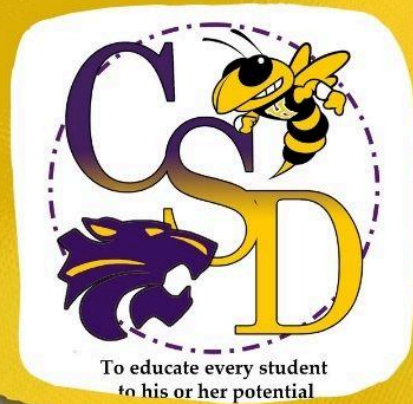
Outlaw Ranch



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

Office Assistant
bytes@custersd.com

Joel Behlings
Information Associate
info@custersd.com

2026

Board Of Directors

Craig Reindl - President

Corey Virtue - Vice President

Michelle Fischer - Treasurer

Carrie Moore- Secretary

Amanda Allcock
Amy Bailey
Miranda Boggs
Ronni Calvird
Scott Eastman

Julie Jenniges - City Liaison

Tim Frederick - School Liaison

Lydia Austin - CSP Liaison

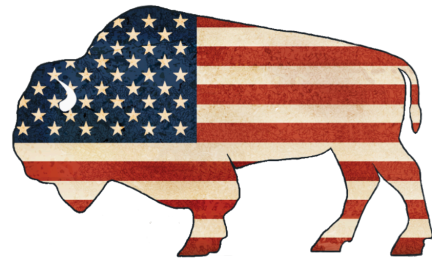
Jessica Noteboom - BID Board Liaison



Our Address:
615 Washington Street
Custer, SD 57730

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

dmurray@custersd.com / custersd.com



CUSTER
Chamber of Commerce

[Visit our Website](#)

[Send Us An Email](#)

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

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



Try email marketing for free today!