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

CUSTER CONNECTIONS



Think of the person in your circle (even tangentially) who comes to mind when you read the word, “boring.” Who is it?

Now ask yourself why *you* think *they’re* boring.

It’s your opinion, right?

Maybe all they do is talk about sports or maybe when you’re talking about sports, they want to talk about the weather.

Perhaps they’re not boring at all. Maybe it’s just that you don’t have mutual interests.

If your business is struggling to attract loyal customers, it might be that you’re suffering from the same thing. Maybe you’re talking about things your ideal customer doesn’t care about.

It’s time to get their attention and become much more interesting to them.

The Problem with Basic Marketing

The problem many businesses face when it comes to their marketing message isn’t that they are inherently boring. It’s that what they choose to make their message is not something that appeals to their ideal audience.

To captivate that audience, you need to first understand who the audience is, then present something that they need/want, and make that solution plausible/believable.

But sadly, most businesses and professionals describe their services in generic ways that sound dreamy but completely inactionable or boring such as:

A life coach who writes, “I help people follow their dreams.”

Or a bakery that posts, “We sell cookies.”

Why Generic Messaging Falls Flat

Now before you argue, “But it’s what we do,” consider this: when was the last time you searched, “How do I follow my dreams?”?

While you don't have to go into long descriptions about what you do and how you do it, you do need to help your ideal client think to themselves, "That's what I need."

It's time to tighten up your marketing message.

1. Identify who you're speaking to and be specific. Is it moms? Doctors? Students? Who will see the most help from your offerings?
 2. Solve a problem they already have. Marketing your product or service will be so much easier if you're selling something they already know they need.
 3. Use language that fits what they're looking for. Again, very few people are googling, "How do I follow my dreams?".
 4. Show how you can help them get what they want. Your customers have needs, wants, and struggles. They need to trust you understand what that is and can help them.
 5. Line up testimonials that speak the same language. If you go through all the work to craft your marketing message, you want to use testimonials that reinforce it.
- So, let's put that all together.

Remember the life coach who helped people follow their dreams? We're going to transform that message from meh to mesmerizing.

Step 1. Identify the audience

Instead of using the generic "people," the life coach drills down to the realization she works best with mid-career professional women who feel stuck in unfulfilling jobs.

Step 2. Solve a problem they already have

Their problem isn't "I can't follow my dreams." It's "I'm burned out in my career and don't know how to pivot without starting over."

Step 3. Employ the language they're actually using

Her ideal client is more likely searching for phrases like "career change at 40," "how to find a meaningful job," or "get unstuck in my career" than "follow my dreams."

Step 4. Show how you can help them get what they want

These professional women don't just want "dreams." They want clarity, confidence, and an actionable plan to shift into work that lights them up and pays the bills.

Step 5. Align testimonials

Instead of posting a generic "she helped me follow my dreams," a stronger testimonial would read something like: "I went from dreading Mondays to launching a consulting business I love. She gave me the tools to make the leap with confidence."

And you could get a testimonial like that by asking a successful client, "What's changed in your life after working with me? Where were you before and where are you now?" That leads the client into formulating something much more substantial than, "She helped me so much."

Are you ready for the revamped marketing message/elevator pitch?

Instead of "I help people follow their dreams," it's now...

“I help professional women in their 40s who feel stuck in unfulfilling careers gain the clarity and confidence to pivot into work they love without sacrificing income or starting from scratch.”

Hear the difference?

Now we know exactly who can benefit. There’s no mistaking it and anyone thinking of giving this life coach a referral knows who she’s looking to work with.

Those few simple words transform the original vague promise into something specific, problem-solving, and benefits driven. And that means people hearing it and reading it will know when they are the target audience.

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: @tellyourstorygetemtalking
Instagram: @christinametcalfauthor

LinkedIn: @christinagsmith



Dawn Murray
Executive Director

2025 EVENTS CALENDAR

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

Click to download calendar

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Southern Hills Vacation Guide

HOT SPRINGS • KEYSTONE • CUSTER • HILL CITY

IDEAL for Young Families, Active Couples & Bucket Listers.
Featuring all that vacationers to the Southern Black Hills need in a guide:
Four Community Profiles
Events Calendar • Maps

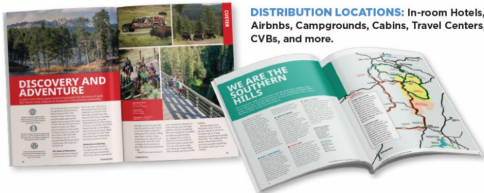


360K
ANNUAL
READERSHIP

75K
COPIES PRINTED
ANNUALLY

120+
DISTRIBUTION
LOCATIONS

southernblackhillsvacation.com



DISTRIBUTION LOCATIONS: In-room Hotels, Airbnbs, Campgrounds, Cabins, Travel Centers, CVBs, and more.



TWO PAGE SPREAD
Safety: 11" w x 8" h
Trim: 12" w x 9" h
Bleed: 12.25" w x 9.25" h



FULL PAGE
Safety: 4.875" w x 8" h
Trim: 6" w x 9" h
Bleed: 6.125" w x 9.25" h



1/2 PAGE
4.875" w x 4" h
FREE Lodging or Dining Listing with a 1/2 page or larger



1/4 PAGE
2.35" w x 4" h

FORMAT & REVISIONS

High resolution PDFs (300 dpi) preferred. We accept PDF, JPG, PNG, and EPS. Please convert all RGB colors to CMYK.
Email your press-ready PDF ad file to info@egmrc.com.
NOTE: Full Page and Two Page Spread - keep all content 1/2" from gutter.
Ad design is included with three proofs, free of charge, for revisions.
Revisions after the third proof: \$15/proof. \$75 to purchase your Ad design file.

INVESTMENT OPTIONS

1/4 PAGE	\$1125	INSIDE FRONT COVER	\$3850
1/2 PAGE	\$2250	INSIDE BACK COVER	\$3850
FULL PAGE	\$4005	BACK COVER	\$4700
TWO PAGE	\$7255		



DIGITAL ENGAGEMENT ONLINE

- 3,600+ yearly impressions
- 8 minute average read time
- 89% advertisement clicks
- 55% mobile device viewers

EVERGREEN
MEDIA
329 Main St. Suite 1
Rapid City, SD
evergreenmediarc.com

90K+
SOUTHERN HILLS VAC GUIDE
ANNUAL VISITORS

FOR MORE INFORMATION:
Voni Hansen | Voni@egmrc.com
605.343.7684 Ext. 314
Cell: 605.786.6270

Your Custer-area magazine!

Everything you need to know about Custer and Custer County!

CUSTER Chamber of Commerce

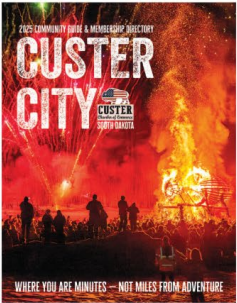
2026 Custer Area Chamber of Commerce Business and Membership Directory

Your Custer Area Chamber of Commerce & Visitors Bureau is producing the 2026 Chamber Business and Membership Directory with helpful features for chamber members, Custer visitors and potential residents. This beautiful, full-color directory will include great photography, a community profile, a calendar of special events, accommodations, attractions, restaurant listings and a complete categorical directory of all chamber members in full magazine-size layout.

We'll print 15,000 copies of this directory, which will be distributed to prospective visitors and residents who call our community seeking information about traveling to the region, or relocating their home or business to the Custer area. In addition, thousands of copies will be distributed at our Visitor Information Center and at chamber businesses such as local motels, restaurants and campgrounds. This will be our primary economic development and business recruitment piece!

If you'd like to distribute your message to thousands of potential customers who will visit Custer or are inquiring about living here, just give the folks at Southern Hills Publishing a call at 673-2217. Don't miss this opportunity. Thanks for your continued support.

Amy Bailey
Chamber President



15,000
Copies

Advertising Rates Full-Color Ad

Full page ad	\$1650
Half page ad	\$875
Quarter page ad	\$600
One eighth page ad	\$450

Premium pages are back page, inside front, inside back page, and page 3 and are an additional \$100.

DEADLINE: Oct. 24, 2025

Full Page Size
7.708" wide x 10.139" tall
With bleed (8.875" wide x 11.305" tall)

1/2 Page Size
7.708" wide x 5" tall

1/4 Page Size
3.75" wide x 5" tall

1/8 Page Size
3.75" wide x 2.5" tall

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

For Space Reservations, Call Kate Najacht at 605-440-1248
or email Kate at chroniclewriter2@gmail.com
Southern Hills Publishing Inc. • PO Box 551 • 522 Mt. Rushmore Rd. • Custer, SD 57730 • 605-673-2217

Printable Copy

MARK YOUR CALENDAR

October 9th

Ribbon Cutting/ Open House
State Farm
750 W. Mt. Rushmore Rd
4:30PM

October 14th

Bingo
6:00 PM-9:00PM
Gold Pan Saloon

October 16

Annual Dinner
Custer State Park Event Barn
5:30PM-8:30PM

October 25th

Monster Mash
4PM-12AM

October 31st

Custer Merchant's Trick-Or-Treat
4:00PM-6:00PM

IMPORTANT ANNOUNCEMENTS

Custer
Chamber



MONDAY	9AM - 5PM
TUESDAY	9AM - 5PM
WEDNESDAY	9AM - 5PM
THURSDAY	9AM-5PM
FRIDAY	9AM - 5PM
SATURDAY	CLOSED
SUNDAY	CLOSED





Ribbon Cutting



State Farm



STATE FARM

WHEN: THURSDAY, OCTOBER 9TH
WHERE: 750 W. MT. RUSHMORE ROAD
UNIT #6
CUSTER, SD
TIME: 4:30 PM



**The Custer Chamber
will be closed**



Monday, October 13th

**in observance of
Native American Day**

PICK YOUR PRIZE

BINGO NIGHT

OCT 14TH

06:00 PM



FUNDRAISER FOR
4TH OF JULY
FIREWORKS FUND

| 6 pm – 9 pm | The Gold Pan Saloon |

SPONSORS NEEDED



Grim Reaper - \$250



Bare Bones - \$150



Phantom - \$75

Sponsoring this event is a great way to showcase your business while also demonstrating your support for the Custer community.

★ Sponsorship perks include:

- Your business announced and thanked during the Monster Mash After Party at the Custer Beacon.
- Your business name/logo printed on all published event materials.
- Community recognition for helping make one of Custer's favorite Halloween events possible!

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



MONSTER Mash

SIGN UP YOUR BUSINESS
TO BE A POKER RUN
STOP!

OCT 25

POKER RUN STARTS AT 4 PM
ENDS AT THE CUSTER BEACON
AT 9 PM

COSTUME CONTEST &
MONSTER BASH TO FOLLOW
10PM-12AM

CLICK LINK TO SIGN UP

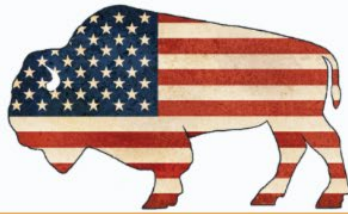
4:00pm-6:00pm

SIGN UP



Sponsored by:
Custer Area Chamber of Commerce
605-673-2244

[Sign Up Here](#)



CUSTER

Chamber of Commerce

*We are now accepting nominations of
positive, enthusiastic and involved
individuals for the
Custer Area Chamber of Commerce
Board of Directors*

If you would like to nominate an individual, please
complete the Nomination Form attached below.

[Fillable Form](#)

[Printable Nomination Form](#)

Take a moment now to share this email with neighbors, friends, coworkers, and anyone else who might be interested in the U.S. Highway 385 Construction Project. Then encourage them to sign up for these project email updates at <https://us-385.com>. A free text-in service is being used to communicate any major traffic changes. To subscribe, simply text "US385" to 605-566-4041. Subscribers can unsubscribe at any time.

U.S. HIGHWAY 385 CONSTRUCTION

PENNINGTON-LAWRENCE COUNTY LINE TO SHERIDAN LAKE

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



WEEKLY HUMOR



Thank you
for renewing your
Chamber Membership

Thank you so much for renewing your membership with the Custer Chamber! We truly appreciate your continued support and partnership.

1. 1880 Train	106. Growing Roots, Inc
2. 1881 Courthouse Museum	107. H&R Block
3. 21 Electric	108. Harney Peak Chapter, NSDAR
4. A & B Business Solutions	109. Hartwick, Jacqueline
5. A Walk in the Woods	110. Highmark Credit Union
6. Abundant Life Fellowship of Custer SD	111. Hills Inn
7. Aflac -Carol Perrigo	112. Homestead Carpet Care
8. Al Cornella Refrigeration	113. Horatio's Homemade Ice Cream
9. All Net Connections	114. J & M Lawn Care
10. ALPHA Builders, LLC	115. John & Diana Carson
11. American Family Insurance- Ronni Calvird Agency	116. Jon G Gindhart, D.C., PLLC.
12. American Legion Post 46	117. Jorgensen Log Homes Inc
13. Aspen Federal Credit Union	118. JQ Clothing Co
14. Aspen+Pine Realty	119. K & S Stagecoach Stop
15. Bakers Bakery	120. Ketel Thorstenson
16. Bavarian Inn	121. Kieffer Sanitation
17. Bear Country USA	122. Kitchens by Karla
18. Beaver Lake Campground	123. Lampert Properties
19. Beecher Rock Vehicle Storage	124. Lasting Impressions Unlimited
20. Big Pine Campground	125. Lee, Patti & Jim
21. Black Hills Balloons	126. Lenny Merriam CPA, CFE, PLLC
22. Black Hills Bronco Adventures	127. LFC Veterinary Service
23. Black Hills Burger & Pizza	128. Living Outreach Church
24. Black Hills Electric Cooperative, Inc	129. LJ's Recovery and Transport, LLC
25. Black Hills Energy	130. Local Black Hills
26. Black Hills Federal Credit Union	131. Lynn's Dakotamart
27. Black Hills Parks & Forests Association	132. Maria's Mexican Restaurant
28. Black Hills Pizza Hut	133. McGas Propane
29. Black Hills Playhouse	134. Mickelson Trail Affiliates, LLC
30. Black Hills Power Bikes Rentals and Boutique	135. Miner's Cup, LLC
31. Black Hills Preservation Project	136. Monument Health- Custer Hospital/Clinic
32. Blind Guy Custom Window Coverings	137. Mountainview Baptist Church
33. Bradeen Real Estate and Auctions	138. Mt Rushmore Brewing Co.s
34. Buglin' Bull	139. Murray Auto Repair LLC
35. Busy Ewe Farm & Fiber	140. NARFE
36. Calamity Peak Lodge	141. Nelson's Oil & Gas
37. Carr Electric, Co, LLC	142. New Trails Ministry, Inc
38. Carson Drug	143. Nielsen Enterprises, LLC
39. Chalet Motel	144. NXTLAW PC
40. Chamberlain McColleys Funeral Home	145. Our Quilty Things
41. Chapel in the Hills	146. Our Redeemer Lutheran Church
42. Charley and Norma Najacht	147. Outlaw Ranch
43. Chief Motel	148. Pain & Movement Solutions
44. Christy Chamberlain & Bob Reich	149. PDQ Construction
45. City of Custer	150. Petals & Pages
46. Claw Antler and Hide	151. Pizza Mill
47. Colleen Hennesy and Jim Frank	152. Plenty Star Ranch Retreat
48. Common Cents	153. Prairie Hills Transit
	154. Premier Family Eyecare

49. Community Education of the BH	155. Pye-Barker Fire & Safety
50. Custer Ambulance Service	156. Rabbit Bicycle Rental & Repair
51. Custer Area Arts Council	157. Reptile Gardens
52. Custer Cares	158. Road Runner Inc
53. Custer Chiropractic, PC	159. Rock Solid
54. Custer City Masonic Lodge #66	160. Rocket Motel
55. Custer County Chronicle	161. Rod and Avis Converse
56. Custer County Democratic Party	162. Ronald McDonald Charities
57. Custer County Library Foundation	163. RP Lumber Co Inc
58. Custer County Republicans	164. Rush Mountain Adventure Park
59. Custer Heating & Air Conditioning	165. Rush Mountain Adventure Park
60. Custer Lutheran Fellowship	166. Rushmore Photo & Gift, Inc
61. Custer Mile High Garden Club	167. Sage Creek Grille
62. Custer Mt. Rushmore KOA	168. Sentinel Federal Credit Union
63. Custer Piecemaker Quilt Guild	169. Servall Uniforms & Linens
64. Custer Rotary	170. Sew What
65. Custer Senior Center	171. Shepherd of the Hills
66. Custer State Farm- Steve Engelbrecht Agent	172. Simon Contractors of SD, Inc
67. Custer State Park	173. Skogen Kitchen
68. Custer's Gulch RV Park & Campground	174. Sleep Better South Dakota, LLC
69. Custer's Rendezvous	175. South Dakota Outdoor Shop
70. Dacotah Bank	176. South Dakota Parks & Wildlife Foundation
71. Dakota Photographic	177. Southern Hills Animal Clinic
72. Dave's Rock Shop	178. Southern Hills Law, PLLC
73. Days Inn	179. Southern Hills Tactical
74. Deep Creek Art Gallery	180. Southern Hills Title Co.
75. DGR Engineering	181. Splish Splash Car, RV and Dog Wash
76. Diane Dennis	182. St John the Baptist Catholic Church
77. Double Diamond Ranch	183. Star Ridge Advetisments
78. Eagle's Landing Lodge	184. Starr Insurance
79. Edward Jones- Mark Koch	185. Stars and Stripes by Steph
80. Edward Jones-Jared Slagel	186. Steele Collision & Glass
81. Edward Jones-Kris Zerbe	187. Steve and Yolanda Davis
82. Elk Haven Vacation Cabins	188. Stockade Lake Cabin
83. enCore Energy Corp	189. Studt Construction, Inc
84. Evergreen Media	190. Sturgis Mustang Rally
85. Faith Lewis Real Estate Inc	191. Sunset RV Park
86. Feel Good Café	192. Sunshine Storage
87. First Choice Lock and Key	193. Sylvan Rocks
88. First Interstate Bank	194. Tallgrass Landscape Architecture
89. Floors and More Cleaning and Restoration	195. Tanglewood Estate
90. Four Mile Old West Town & Campground	196. Tennyson Investments
91. Fred & Wendy Hlava	197. The Cruisin' Canvas
92. Freedom Hills Wealth Management	198. The Mammoth Site
93. Freeman's Electric Service, Inc.	199. United Way of the BH
94. French Creek Campground & RV Park	200. Valhalla Legal, PLLC
95. French Creek Supply- NAPA Auto Parts	201. VFW Post #3442
96. French Creek Tree Fellers, LLC	202. Vineyard Black Hills
97. George Mickelson Trail	203. Western Skies Real Estate
98. Gideons International Southern Hills Camp	204. Western Tire Chain LLC
99. Gold Camp Cabins, LLC	205. Windsong Valley Gardens
100. Gold Pan Saloon/ Calamity Jane	206. World Fossil Finders Museum
101. Gold Valley Camp	207. Xanterra
102. Golden West Telecommunications	208. YMCA
103. Good Karma Jewelry	209. Zonta Club of the Southern Black Hills
104. Green Owl Media	



WELCOME NEW MEMBERS



Grant Administration & Consulting LLC
Aflac- Matti (Kelley) Schryvers
Quilted Buffalo
Performance Outdoor Services
Western Dakota Tech Foundation
Encompass Payroll
South Dakota Department of Labor &
Regulation
On The Water
Elk Mountain Retreats and Tours
Rushmore Custom T's
Drover's Ridge
Black Hills Open-Top-Tours

Village of Boyd
Boyds Antiques and Unique's, Inc
Custer Sheds- by Old Hickory
Nomad Vancamp & RV Park
Black Hills Enclave
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

MEMBERSHIP SPOTLIGHT



2025 Custer Chamber

Member Spotlight

Performance Outdoor Services



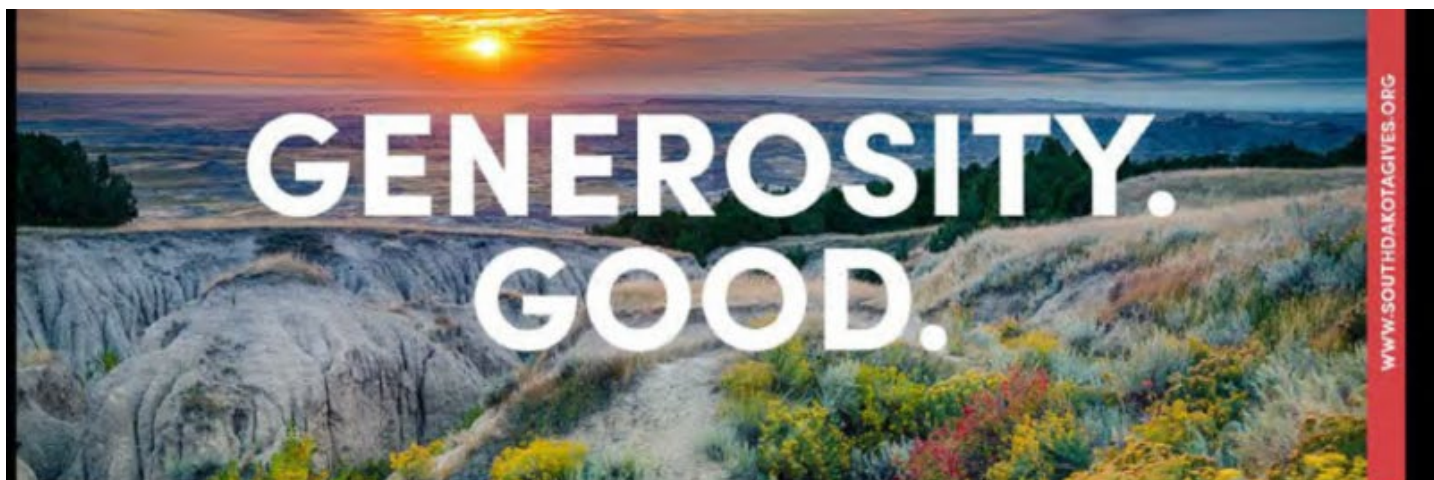
Phone: 605-517-2405
Email: poslawn@gmail.com

#Membership Monday

This week's membership spotlight shines on our new member, *Performance Outdoor Services*. Let's welcome them to the chamber and read what the couple had to say about their business.

"After settling in Custer, my husband and I embarked on an exciting new journey by launching Performance Outdoor Services. We specialize in lawn care services, including mowing, trimming, and yard cleanup. Let us take the hassle out of maintaining your outdoor space with reliable, high-quality service you can count on."

AREA EVENTS



South Dakota Day of Giving Training
October 9, 2025
4:00pm - 5:00pm

Pine Room
Custer County Courthouse Annex
447 Crook Street
Custer, SD 57730

Join SD Gives and other Custer Area nonprofits for a SD Day of
Giving Training

- Discuss the Basics on South Dakota Day of Giving
- Talk 2025 Prize Pool and how you can get involved
- Share Tips and Tricks for engaging your audience
- Brainstorm ideas for collaboration with colleagues

 hello@southdakotagives.org

 605-430-7756

 www.sdgives.org

HOSTED BY



Dec 2, 2025





October 2025 Events

Quilted Buffalo Classroom

757 Mt Rushmore Rd, Custer, SD

QuiltedBuffalo.com 605.673.2728

Open Sew

Oct. 10th & 11th – 10AM to 4PM

\$5 Registration fee each day

Pre-Registration is required in the shop or online

Pumpkin Patch Tabler Runner

Raw Edge Applique with


JoAnn Hoffman

Oct. 17th – 10:30AM to 3PM

\$20 Registration fee


Pre-registration required in the shop or online

\$35 instructor fee

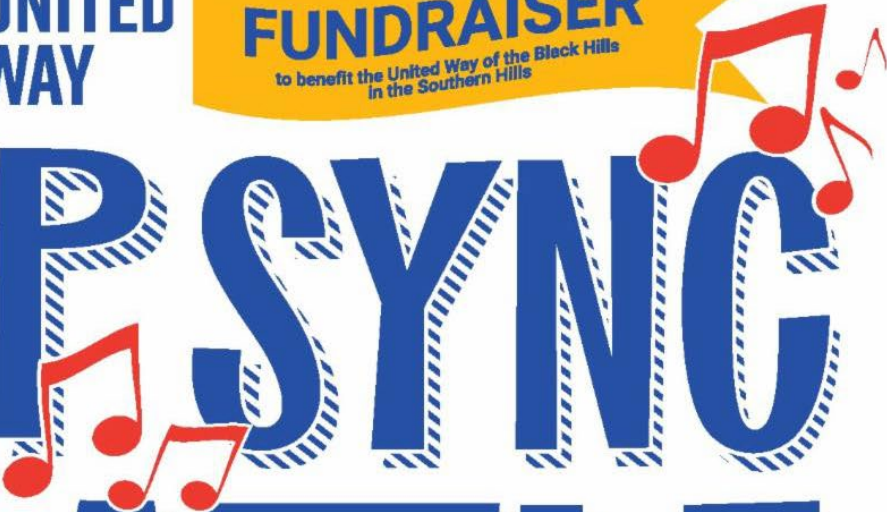


**UNITED
WAY**

FUNDRAISER
to benefit the United Way of the Black Hills
in the Southern Hills



LIP SYNC BATTLE



SATURDAY
October 11th, 2025
AT THE CUSTER BEACON

**REGISTER
EARLY OR
DAY OF EVENT**
605-440-1884

***For more information,
please contact
Lori Burnham:
605-440-1884**



TOP 3 PERFORMANCES WIN CUSTER CASH!


NEW! United Way Showmanship Award: For the performance
that brings the most heart, creativity, and crowd-pleasing flair!

Fun begins at 6pm • Lip Sync Battle starts at 7pm
Silent and Live Auction: Everyone can participate!

BRING CASH FOR 50/50 RAFFLE AND TEAM VOTING
CASH, CHECK, AND CREDIT CARDS WILL BE ACCEPTED
FREE WILL DONATION ADMISSION!

EVENT SPONSORED BY:





PICK YOUR PRIZE

BINGO NIGHT

OCT 14TH

06:00 PM



FUNDRAISER FOR
4TH OF JULY
FIREWORKS FUND

| 6 pm - 9 pm | The Gold Pan Saloon |

October is Domestic Violence Awareness Month

Every 8 seconds a woman is beaten by someone who says he loves her.
Every 2 hours a woman is killed by someone who says he loves her.

Join us at Mt. Rushmore Rd. in Custer for a

Walk Against Violence
Thursday, October 2



5:15 p.m. • Starting at 5th & Mt. Rushmore Rd. (across from The Custer Wolf)
ending at 1881 Courthouse Museum followed by a Candlelight Vigil

Candlelight Vigil

*Please come and light a candle to show support
for survivors and loved ones who are victims &
the women who die every day of domestic violence.*

Vigil will start right after the Walk Against Violence

for **W.E.A.V.E.**
(Women Escaping A Violent Environment)



Kathy endured Domestic Violence over 25 years and died in April, 1983.



Catherine Tornquist was killed by her son in October, 2011.



Julie Doncheske murdered by her ex-boyfriend July 2006. She was 39 years old.

For more information or for help, call 673-HIEP



THE BLUEPRINT

Custer County Democratic Party

Breakfast Gathering

Saturday October 4 9:15 am

Maria's Mexican

RSVP via email by Friday, 10.3.25

Monthly Meeting

October 16 6 pm

Custer County Annex Pine Room

Unite. Act. Change the Future.

Custer County Democrats of SD
PO Box 5065 - Custer, SD 57730
ccsddp21info@gmail.com
f @custercountymocrats/southdakota



The Custer County Democrats invite everyone who values and supports our vision to promote Democracy, Economic Justice, Universal Human Rights, Environmentalism, and a Culture of Peace to join our growing community.

Custer Senior Center

Soup & Pie Fundraiser



This month is sponsored by:



Custer
Heating & Air
Conditioning,
Inc.
(6 0 5) 6 7 3 - 2 9 5 7

16th October, 2025

11AM to 1PM

538 Mt. Rushmore Rd.,
Custer, SD 57730

[https://myemail.constantcontact.com/Buffalo-Bytes-October-9th--2025.html?soid=1116591913941&aid=d9VmSD4X_OU\[10/9/2025 1:22:00 PM\]](https://myemail.constantcontact.com/Buffalo-Bytes-October-9th--2025.html?soid=1116591913941&aid=d9VmSD4X_OU[10/9/2025 1:22:00 PM])

CUSTER SENIOR CENTER FALL RAFFLE BASKET

Tickets on SALE September 2nd



Raffle Basket Includes:

\$25 Gift Card – Lynn's Dakotamart
\$25 Gift Card – Calamity Jane's
\$20 Gift Card – Horatio's
Free Entrée Gift Card – Baker's Bakery
Bottle of Chardonnay with 2 Wine Glasses
Set of 4 Fall Place Mats & Dish Towel
2 Homemade Candles
Cheese Board with Cutter
Wine & Cheese Pairing Book
1000-Piece Charcuterie Puzzle
Caramels, Sugar-Free Chocolate & Jerky
Assorted Miscellaneous Items (valued at \$50+)

DRAWING ON OCTOBER 16TH 2025

at the Soup & Pie Event @1:30PM

1 TICKET FOR \$1 OR 6 TICKETS FOR \$5

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

BAKED GOODS AND CRAFTS BARN STYLE AUCTION

IN SUPPORT OF THE CUSTER SENIOR - TO -SENIOR
MENTORSHIP PROGRAM

Organized by : Custer H.S. Student
Kalence Lohmiller



FRIDAY
OCTOBER
17TH
AT CUSTER
SENIOR CENTER
4:00PM-7:00PM

WHAT TO EXPECT

- LOCAL Unique auction items
- Complimentary refreshments
- A chance to connect with new people
- All proceeds go to the Custer Senior Center

FOR DONATIONS AND FURTHER
INFORMATION PLEASE CONTACT

Senior Mentor - Sandra Oehme
(714)337-8662 or csoehme1@gmail.com





Ready to grow your workforce
in a smart, sustainable way?

APPLY

APPLY is your one-stop-shop to explore, design, and take the first steps toward building a customized Registered Apprenticeship Program that strengthens your talent pipeline and supports long-term success.

WHY APPLY?

- ▶ Learn how apprenticeships close workforce gaps.
- ▶ Get hands-on support from apprenticeship experts.
- ▶ Leave with a customized plan to launch your program.
- ▶ Access funding, resources, and proven success models.

FIRST STOP

Location
Custer County
Public Library
447 Crook St.
Custer, SD

Date & Time
Friday, Oct. 17
11:30 a.m.-1:30 p.m. MDT
Light lunch included

Hosted by
Custer Area
Economic
Development Corp.

Workshop is FREE
Pre-registration is
recommended.

REGISTER
Scan QR Code or visit the
website: tinyurl.com/st-apply-reg



Brought to you by Start Today SD & the South Dakota Department of Labor & Regulation
Equal Opportunity Program

09/2025



South Dakota Enhanced Conceal Carry Class

This is a One day Class

Saturday Oct 18th 2025 9:00am to 4:30pm

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

Class size is limited so register early.

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

Senior project of Hunter Woodward

BILLIARD

Tournament



Event Date

18th

October 2025

Admission fee

\$5

Cash only

Located 721 Mt Rushmore Rd

Half of the
proceeds go to
the Senior
Center and the
other half go to
the VFW

Starts at
2PM

Email
hw3508@k12.sd.us

53ⁱⁿ52

PRIZES WEEKS



BUY TICKETS @ RAFFLE.SDGOP.COM
or SCAN QR CODE BELOW

ONLY 2000
TICKETS WILL
BE SOLD!

One Drawing Every Four Weeks
Four Prizes Drawn Each Time

Tickets not drawn carry over to next drawing. All tickets qualify for final Grand Prize drawing on Oct. 18, 2026.

Tickets Sales start Aug. 10th!

First Drawing, Sunday Oct 19, 2025 @ 9pm CST



CUSTER COUNTY

\$100 for 1 Ticket
\$400 for 5 Tickets
\$700 for 10 Tickets

Tickets may be purchased ONLINE only.



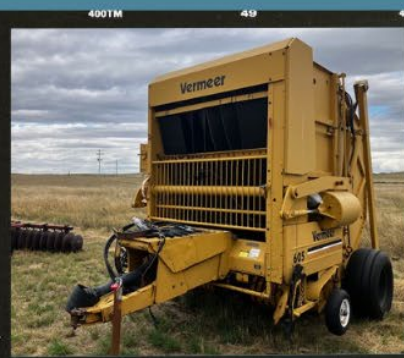
PAID FOR BY SOUTH DAKOTA REPUBLICAN PARTY

LIVE PUBLIC RANCH AUCTION

Dixon Ranch LLC – Newcastle Wy

Monday October 20th, 2025, 10:00AM
MDT

Property located: 641 Grieves Rd.,
Newcastle, WY



This LIVE, ONSITE Auction includes many good and interesting Farm & Ranch items From Dixon Ranch LLC, acquired over many years, plan to attend!

BRADEEN
100 YEARS

REAL ESTATE & AUCTIONS

Ron Bradeen - Jeff Storm - Travis Mayer, Auctioneers

605-673-2629 • Custer, SD

www.bradeenauction.com

Custer Senior Center Center Conversations with **SHIRLEY LAKE**

Come hear beloved community member Shirley Lake share her wonderful memories and career experiences from her time at the old Flintstones Park in Custer, SD.



When? October 21st

Time? 11am

Where? 538 Mt. Rushmore Rd,
Custer, SD 57730



2 SOUTHERN BLACK HILLS ESTATE AUCTIONS

JAMES R KOTSCHEVAR ESTATE

DWIGHT BOYSEN ESTATE

HOT SPRINGS SD

CUSTER SD

Online Bidding Closes **TUESDAY OCTOBER 21, 2025, 4:00 PM MST**

Settlement/Removal Date: **Thursday October 23, 10:00 am - 2:00 pm**

JAMES R KOTSCHEVAR ESTATE – HOT SPRINGS SD

Property from the Estate of James R. Kotschevar, located at 12592 Sandstone Road, NW of Hot Springs SD, near the end of Hot Brook Canyon.

Featuring: Western Tack; Harness; Sporting Items; Equipment; Shop Items;
Household & Misc. items.

DWIGHT BOYSEN ESTATE – CUSTER SD

Property from the Estate of Dwight Boysen located at 11585 War Bonnet Road, Custer SD. 7.6 miles west of Custer on Hwy. 16 & 7.6 miles north on Renegade Pass to War Bonnet Road.

Featuring: Vehicles; Equipment; Sporting Items; Shop Items; Household &
Misc. items.

AUCTIONEERS NOTE: Both the Boysen and Kochevar Estates feature many top quality and unique items. Most items appear to be in above average condition; you will not be disappointed with the quality or condition of these fine offerings. Inspect online, attend the open house if you wish, and **PLACE YOUR BIDS ONLINE!**

See complete details & photos on www.bradeenauction.com

BRADEEN
100 YEARS

REAL ESTATE & AUCTIONS

Ron Bradeen - Jeff Storm - Travis Mayer, Auctioneers

605-673-2629 • Custer, SD

www.bradeenauction.com

SCAN ME



Custer Senior Center

**Let's Get
vaccinated**



**Custer Senior Center's Flu Shot
Clinic on October 23rd from
12:30PM to 3:30PM**

**For more information,
call (605)673-2708**

538 Mt. Rushmore Rd., Custer, SD 57730

Custer Senior Citizens Center's

Strength, Step, & Stretch

Fun, low-impact fitness for all levels — strength, balance & flexibility set to upbeat hits from every decade. Feel energized, mobile & confident after every class!

First Class: Friday, Sept. 26 • 11 AM – 12 PM

Enjoy a healthy power snack or refreshment after each session!

Classes continue every other Friday:

Oct. 10 & 24 • Nov. 7 & 21

(No classes in December — Christmas Break)

FREE

**Fitness classes for
Seniors in the
community**

Meet Your Instructor:

Sydney Baer

NASM-Certified Trainer & ACE Group Fitness Instructor with 10+ years of experience coaching thousands of classes. Sydney blends safety, nutrition know-how, and functional movement to create workouts that are approachable, effective — and fun for every age and fitness level!



Our address:

538 Mt. Rushmore Rd.
Custer, SD 57730

Call us if you have Questions:

(605)673-2708



South Dakota Enhanced Conceal Carry Class

This is a One day Class

Saturday Oct 25th 2025 8:00am to 4:30pm

Basic AR Rifle Class.

This class is for new and intermediate shooters. It will cover sight alignment, stance, trigger control and much more.

Class size is limited so register early.

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

BOO
Bingo

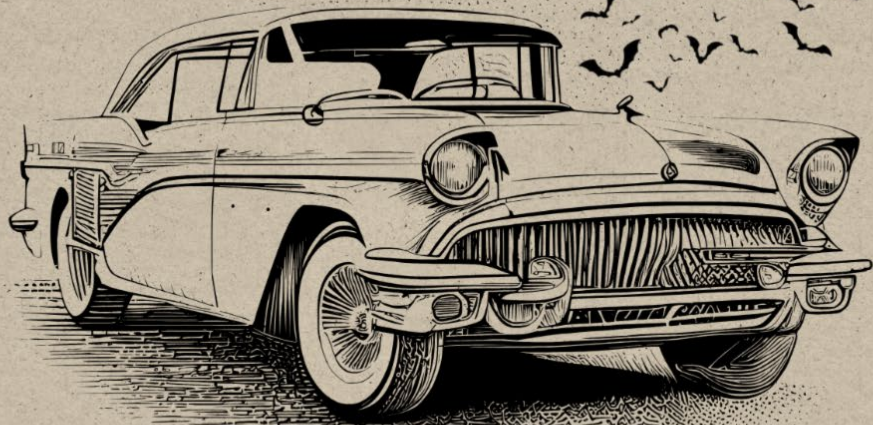
Oct 26th
2:00-5:00
VFW Post 3442
Custer, SD

Auxiliary Benefit

Great Fun - Great Prizes
ANYONE CAN PLAY - ALL AGES WELCOME

pageborders.org

CLASSIC CAR
TRUNK OR TREAT



A twist on our normal Show & Shine event. The event will take place during the Merchant's Trick or Treat. Bring your classic car down to S&B Motor Parts and candy for the Trick or Treaters! Bonus for costumes...you or your car!

****There is no registration fee for this event. All are welcome!**

S&B MOTOR PARTS, 700 MT. RUSHMORE RD, CUSTER		<div>31</div> <div>OCTOBER</div> <div>4PM-6PM</div>	
PRESENTED BY:	Custer State Farm		S&B MOTOR PARTS Custer, SD



CALLING ALL GHOSTS, WITCHES AND
SUPERHEROS!



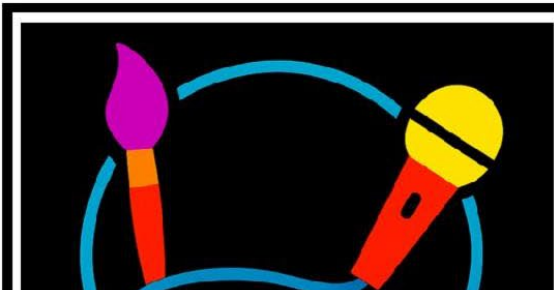
SENTINEL FCU IS THRILLED TO
SAY WE ARE HAVING A TRUNK
OR TREAT IN OUR PARKING LOT

FRIDAY OCTOBER 31ST

4:00PM TO 7:00PM

WE LOOK FORWARD TO SEEING YOU!!





Call for
Artists



TV 11.1

Saturday, November 8, 2025
The Custer Beacon ~ Custer, SD
Viewing opens ~ 4:00 pm
Live performance ~ 6:00 pm

A lot has happened since the 2024 election.

What's stirring?
What truths need daylight?
Have you felt voiceless and unheard this past year?
What deserves our collective grief - or our collective joy?

Join us for an evening of artful expression that reflects the current state of our world. Experience the creativity of others, or bring your own - visual art, spoken word, music, and performance. Share works of protest, resistance, hope, and healing.

Family friendly, but unafraid to speak truth.

The Custer County Democratic Party in partnership with the Custer Area Arts Council and The Custer Beacon requests submissions in all art forms and all skill levels for **stART Talking**, a new community event, connecting through art. We aspire to use art as the vehicle for conversation, bringing people together to express and experience how individually and in community we're being impacted by current events.

Together, we'll connect, create, and spark conversations that matter.

Submission Requirements

- Registration by October 24th is required for all submissions. [Register here.](#)
- All physical media including paintings, sculptures, and mixed media. Performance including music, poetry, dance, and skits. Written works may either be displayed in print or recited on stage.
- No limit to the size of physical art pieces is anticipated.
- Keep live performances to a reasonable length to allow time for all participants.
- Notification of acceptance of your artwork: October 31st.
- More questions? Contact the Custer Co Democrats at ccsddp21info@gmail.com.

stART Talking Sponsors



ANNOUNCEMENTS



A Halloween-themed promotional banner for Good Karma Jewelry. The background is a dark blue night sky with yellow stars and two yellow bats. At the top center is a wooden sign with the text "GOOD KARMA JEWELRY" and "Custer, SD" below it. The main text "20% OFF ETSY SPOOKY SALE" is in large, white, distressed font. Below it, the dates "10/4-10/31" are written in a smaller white font. The bottom section features a dark silhouette of a hill with two pointed tombstones. The text "SHOP AT : WWW.ETSY.COM/SHOP/GOODKARMAJEWELRYSD" is in white, bold font. At the very bottom, "PLUS FREE DOMESTIC SHIPPING !" is written in white, bold font.

GOOD KARMA JEWELRY
Custer, SD

20% OFF ETSY SPOOKY SALE

10/4-10/31

SHOP AT :
WWW.ETSY.COM/SHOP/GOODKARMAJEWELRYSD

PLUS FREE DOMESTIC SHIPPING !

Investing in and supporting our communities

Working together to make a difference in the lives of our friends, neighbors and the community.

For more information, contact your Edward Jones Financial Advisor

Edward Jones cannot accept gift cards, cash or checks as donations.



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



Jared N. Slagle
Financial Advisor
P.O. Box 528
Custer, SD 57730
605-673-4092

CEA-99076-A AEDCFAD 05/2022

**Would you like to make a
DIFFERENCE
in the community?**

Join the Custer Rotary Club!

**Can't make the Monday noon meetings?
That's OK! Join us Monday, Oct. 27, at 5:30
p.m. in the Pizza Hut meeting room as we
explore the possibility of forming a satellite
club that meets evenings. If you're ever
been curious about Rotary and what we
are about, come have dinner on us!**



**Monday. Oct 27 • 5:30 p.m.
Pizza Hut • Join us!**



www.operationblackhillscabin.org

operationblackhillscabin@gmail.com

We at Operation Black Hills Cabin would like to say Thank You to these following businesses and individuals for their direct involvement in providing the Combat Wounded Veterans and their immediate families that are hosted by OBHC the most amazing respite possible! It is only because of each and every one of YOU that these families are able to have a care-free week to reconnect with each other, and be shown by our gratitude that what they fought for, and the permanent life-changing injuries they have sustained, were not in vain.

A Dude's Place	Adventure Rentals
Alpine Inn	Baker's Bakery
Bear Country USA	Beggin' Burro
Big Thunder Goldmine	Calamity Jane's
Christy Chamberlin & Bob Reich	Claw, Antler, Hide
Crazy Horse Memorial/Korczak's Heritage	Custer County Candy Co.
Custer County Chronicle	Custer Chamber of Commerce
Custer County 1881 Courthouse Museum	Custer Dairy Queen
CSP State Game Lodge	Custer Piecemaker's Quilt Guild
Dinosaur Museum	CSP Buffalo Safari Jeep Ride
Evans Plunge	Custer Laundry
Grizzly Gulch Mini Golf	1880 Train
Mammoth Site	Four Mile Old West Town
Our Place	Highmark Federal Credit Union
National Presidential Wax Museum, Holy Terror	Mary Swanson/Master Gardener
Mini Golf, Grapes & Grinds	Petals and Pages
Coffee Shop	Pizza Mill
Rush Mountain Adventure Park	Purple Pie Place
South Dakota Outdoor Shop	Reptile Gardens
Sylvan Rocks Climbing School & Guide Service	Rushmore Candy Company
World Fossil Finder Museum, Good Karma, Stone Décor & Supply	Scotty & Phyllis Terral
	Sprockets Fun Foundry
	VPW Post #3442
	Xanterra @ Mt. Rushmore
	YMCA of Custer

A huge Thank You to all the faithful volunteers –the Board of Directors and their spouses, the “Cabin Cleaners”, the “Treat Committee”, the “Outdoor Maintenance Committee”, the Business Involvement Committee, the gift bag donators, and to ALL of you who donate financially!

ADOPT A RESIDENT FOR CHRISTMAS



petite poinsettias for
all residents at Custer
Care & Rehab Center
and Monument Health
Assisted Living AND
those in the Meals on
Wheels Program

(will be delivered week of
Thanksgiving)

\$20 each

A vertical rectangular graphic with a light beige background. It is decorated with numerous autumn leaves in shades of orange, yellow, and brown, scattered around the text. The text is centered and reads:

FALL HOURS UPDATE

ADVENTURE RENTALS &
HOLLY'S CHIC BOUTIQUE

6 DAYS A WEEK
8AM – 6PM

📍 HILL CITY CLOSED MONDAYS
📍 CUSTER CLOSED TUESDAYS

COME ENJOY CRISP FALL DAYS
WITH AN OFF-ROAD ADVENTURE
OR A COZY SHOPPING TRIP

<div><div></div><div>Black Hills National Forest</div><div>2025/2026 Off-Season Campground Information</div></div>						
Campground Name	Start of Reduced Off-Season Rates	Daily Fee	Units	Lake or Stream	Spur Length (Maximum)	Remarks
Bearlodge	Sept. 8	\$15	8	None	25 ft	Closes 12/15
Beaver Creek	Sept. 8 - Dec. 15	\$0	8	Beaver Creek	45 ft	Sites are outside of the main campground gate. Closes 12/15
Bismarck Lake	Sept. 29	\$15	5	Bismarck Lake	45 ft	Sites are outside of the main campground gate.
Boxelder Forks	Sept. 8 - Dec. 15	\$15	3	Boxelder Creek	45 ft	Sites are outside of the main campground gate.
Black Fox	Sept. 8 - Nov. 30	\$0	9	Rapid Creek	45 ft	Closes 12/1 for snowmobile routes.
Castle Peak	Sept. 8	\$0	9	Castle Creek	45 ft	Historic mining sites are available nearby.
Comanche Park	Sept. 8	\$15	5	None	25 ft	Sites are outside of the main campground gate.
Cook Lake	Sept. 8	\$4 Day Use \$15 Night	15	Cook Lake	45 ft	B Loop is open. All other loops are closed. Closes 12/15
Custer Trail	Sept. 8	\$0	16	Deerfield Lake	50 ft	
Dalton Lake	Sept. 8	\$15	11	Dalton Lake	45 ft	Closes 12/1 or as access allows due to snow
Ditch Creek	Sept. 8	\$0	13	Ditch Creek	50 ft	Off-season access may require a snowmobile or skis.
Dutchman	Sept. 8	\$0	9	Deerfield Lake	50 ft	Top Loop is open. All other loops are closed.
Hanna	Sept. 8	\$15	6 - Tent Only	Spearfish Creek	0 ft	Walk-in tent sites are open during the off-season.
Redbank Springs	Sept. 8 - Nov. 30	\$15	4	None	50 ft	Closes 12/01
Reuter	Sept. 8	\$15	24	None	30 ft	Closes 12/15
Rod & Gun	Sept. 8 - Nov. 30	\$15	7	Little Spearfish	50 ft	Closes 12/1
Roubaix	Sept. 8	\$15	9	Roubaix Lake	25 ft	C Loop is open. All other loops are closed.
Sheridan Lake South	Sept. 29	\$15	30	Sheridan Lake	60 ft	Woody Loop is open. All other loops are closed.
Summit Ridge Cabin	Year Round	\$75	1	None	N/A	Reserve at www.recreation.gov - Area roads are not maintained; off-season access may require a snowmobile or skis.
Sundance (Horse Camp)	Sept. 8	\$15	10	None	50 ft	Horse facility (corrals & stalls). No water after 09/11
Timon	Sept. 8 - Nov. 30	\$15	7	Little Spearfish	60 ft	Closes 12/1
Whitetail	Sept. 8	\$0	17	Deerfield Lake	50 ft	Lower Loop (including toilet) is open. Upper Loop is closed.
Closed for the Off-Season on Sept. 8:		Bear Gulch Group Campground, Dalton, Grizzly, Pactola Reservoir, Sheridan Lake North Group Sites, Steamboat Rock, and Strawberry.				
Closed for the Off-Season on Sept 29:		Bismarck, Horsethief Lake, and Oreville. NOTE: Oreville Campground and Iron Creek and Willow Creek Horse Camps are open through October 31 (Weather Permitting).				
* Fees: Self-Pay at all open campgrounds. The Stay Limit is 14 days at all developed campgrounds.						
* Roads: Not maintained during the off-season. Sites above are open until weather prohibits access or closed on date(s) noted above.						
* Garbage: Pack It In, Pack It Out at all sites.						
* Plan Ahead: All campsites are first come, first serve and offer a picnic table and fire ring. Vault toilets are available. Drinking water is NOT available.						
* All information is subject to change, due to inclement weather, decreased staffing, and sporadic conditions beyond control.						

September and October offer some of the best camping conditions in the region. Shoulder season temperatures are comfortable, roadways are less congested, and recreational opportunities still abound on the Forest. Whether you are a local enthusiast or a passing traveler, please see the off-season camping calendar from our friends at the Black Hills National Forest. #FindYourForest



A vertical sign for JQ Clothing Co. featuring a cream background and a border of autumn leaves in shades of orange, yellow, and brown. The text is centered and reads: "JQ CLOTHING CO. HOURS" in large, dark brown serif font; "STARTING AUGUST 31ST" in yellow serif font; "MONDAY - SATURDAY" in orange serif font; "10A TO 6P" in orange serif font; "SUNDAY 12P - 4P" in yellow serif font; and "244 MAIN STREET" in orange serif font. A circular logo in the bottom left corner contains a stylized "JQ" monogram, "CLOTHING CO.", and "EST. 2013".

JQ CLOTHING CO.
HOURS

STARTING AUGUST 31ST

MONDAY - SATURDAY
10A TO 6P

SUNDAY 12P - 4P

 244 MAIN STREET

Custer Senior Center's Intergenerational Program

Join our Senior-to-Senior Mentorship Program

What is this program?

This fall and spring, **the Custer Senior Center and Custer High School are teaming up to connect two generations.** High school seniors can choose to be paired with community seniors to guide them through their Senior Project. Each senior citizen mentor will share experience, insight, and encouragement as students plan, develop, and complete their project.

What's in it for your Senior Student?

Thanks to generous memorial donations honoring former Custer High School Principal Russ Arnold, **the Senior-to-Senior Mentorship Program includes a scholarship award.** At the end of the school year, **two participating high school seniors will be selected to receive scholarships** recognizing outstanding effort, creativity, and collaboration with their senior mentors. These awards celebrate meaningful connections and support the students' next steps after graduation.

Need more information?

For more information or to get involved, contact **ShayAnna Woodward**, Executive Director of the Custer Senior Center, at (605) 673-2708 or cscdirector@gwtc.net or reach out to **Cassandra Morgan**, CHS Senior Project Teacher, at Cassandra.Morgan@k12.sd.us



Fall 2025 Program Guide

AUGUST 25 - DECEMBER 15



YMCA of Rapid City Liberty Center YMCA YMCA of Custer YMCA of Edgemont



THE FLATIRON
HISTORIC SANDSTONE INN

Stay.


MOCCASIN SPRINGS
NATURAL MINERAL SPA
HOT SPRINGS, SD

Relax.


The Dragonfly
At Moccasin Springs

Enjoy.

www.moccasinsprings.com

LOVE LOCAL GIVE LOCAL

**HELP LOCAL PROJECTS THAT MATTER TO YOU
& YOUR BUSINESS!**

CHAMBER MEMBERS:
PLEASE CONSIDER A BUSINESS DONATION

HIGHLIGHT YOUR BUSINESS & SUPPORT CUSTER'S FUTURE!

DONATE AT THE CITY OFFICE OR SPEAK TO A COMMITTEE MEMBER

CURRENT PROJECT:

REBUILD & REVIVE WEST DAM AND PARKS



FUTURE PROJECTS MAY INCLUDE: CITY PARKS & CUSTER COMMUNITY CENTER

MAKE A TAX DEDUCTABLE DONATION - SCAN QR CODE OR VISIT:
[HTTP://BIT.LY/CUSTERWESTDAM](http://bit.ly/custerwestdam)

LEARN MORE ABOUT THE PROJECT:
[WWW.CUSTERCDF.COM](http://www.custercdf.com)

NEWS FROM THE STATE

Government Shutdown Alert

Because of the federal government shutdown, *www.doi.gov* is not being updated and will not be able to respond to inquiries until appropriations are enacted. For more information please visit: <https://www.doi.gov/shutdown>

Breadcrumb

- 1. [Home](#) Operations In The Absence of Appropriations

Operations in the Absence of Appropriations

Bureau/Office Contingency Plans

- *Assistant Secretary for Indian Affairs (ASIA)*
- *Assistant Secretary for Insular and International Affairs (ASIIA)*
- *Bureau of Indian Affairs (BIA)*
- *Bureau of Indian Education (BIE)*
- *Bureau of Land Management (BLM)*
- *Bureau of Ocean Energy Management (BOEM)*
- *Bureau of Reclamation (BOR)*
- *Bureau of Safety and Environmental Enforcement (BSEE)*
- *Bureau of Trust Funds Administration (BTFA)*
- *U.S. Fish and Wildlife Service (FWS)*
- *National Park Service (NPS)*
- *Office of the Inspector General (OIG)*
- *Office of the Secretary (OS)*
- *Office of Surface Mining Reclamation and Enforcement (OSMRE)*
- *Solicitor's Office (SOL)*
- *U.S. Geological Survey (USGS)*

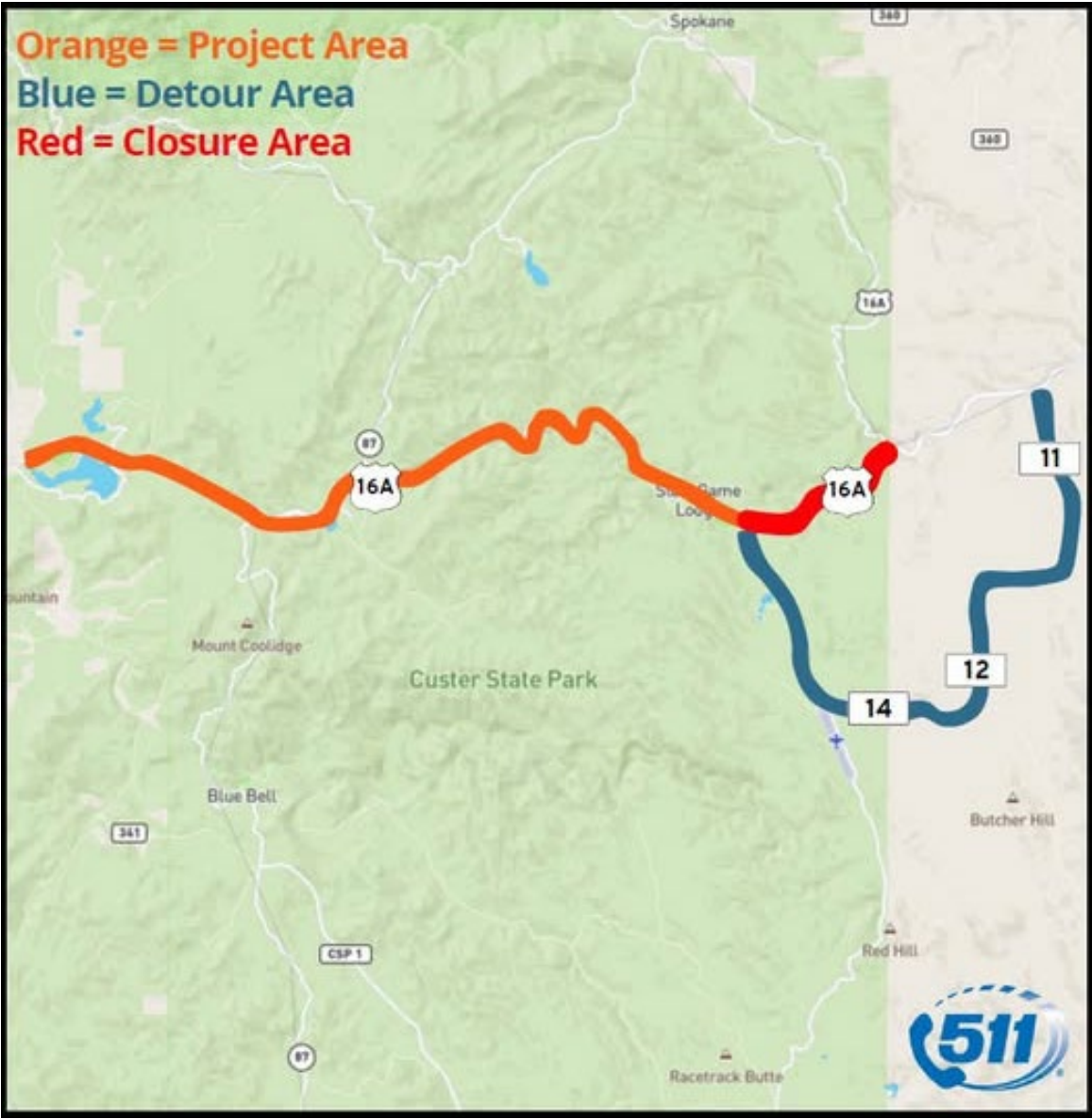
PRESS RELEASE

At 11 a.m. MT today, Monday, Oct. 6, 2025, a road construction project is scheduled to begin on U.S. Highway 16A near Custer. The reconstruction project to replace a box culvert structure and multiple pipe culverts is located 14 miles east of Custer or nine miles west of the S.D. Highway 79 intersection.

Highway 16A will be closed from the intersections of Highway 16A/Iron Mountain Road to Custer State Park’s Wildlife Loop. This closure will be in place until April 2026. Additional work will include replacing multiple pipe culverts, building gabion walls, and mill and overlay asphalt from Custer State Park’s east entrance to the west entrance for 13 miles. Custer State Park’s Wildlife Loop and Iron Mountain Road will remain open throughout the project.

During the Highway 16A closure, there will be a detour in place. The detour route is from the intersection of S.D. Highway 36 and Custer County’s Ritterberger Road, south two miles to Cobb Road intersection, west one mile on Cobb Road, south one and one-half miles on Cobb Road to the intersection of LH Road, west approximately two miles on LH Road to Custer State Park’s Wildlife Loop Road, and then north two miles on the Wildlife Loop Road back to Highway 16A. Motorists should be aware that the detour on Ritterberger Road, Cobb Road, and LH Road includes six miles of gravel. The Wildlife Loop Road is two miles of asphalt with a reduced speed limit of 25 mph. S.D. Highway 40 between Hermosa and Keystone also provides a detour option for area motorists. Find additional project information at <https://dot.sd.gov/16a-culverts>. This website includes project updates, photos, and a downloadable map that demonstrates the project area and detour

route.
The overall project completion date is October 2026.
#SDDOT #SD511



South Dakota DOT Update



Project Update

Friday, Oct. 3, 2025

Current Construction:

- The intersection of Custer Gulch Road and U.S. Highway 385 has been temporarily moved 300 feet to the north. A temporary diversion is in place while the contractor places a pre-cast box culvert.
- Custer Gulch Road improvements are complete, and lane markings have been painted.
- The contractor is utilizing night crews with pilot cars approximately one mile north of Sheridan Lake Road as underground pipe installation takes place.
- Roadway grading is taking place between Sheridan Lake Road and the north end of the project and along Victoria Lake Road.
- Grass seed and temporary barriers are being placed within the project area located south of Sheridan Lake Road.
- Rock blasting in the project area continues through the fall. During blasts, traffic will be managed with a pilot car and wait times up to 15 minutes.

Upcoming Construction:

- Closure E (Pactola Dam to Taylor Ranch Road) begins on Monday, Oct. 20, 2025, and ends on Friday, March 6, 2026.
- Over the winter, the roadway within the construction area will be a combination of pavement, blotter, and gravel driving surfaces. Gravel will be in place from Wrinkle Valley Road to 1/2-mile from South Sanders Ranch Road.



[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.

South Dakota Game, Fish and Parks



South Dakota Department of Game, Fish and Parks

Stockings in the Last 14 Days

For additional stocking information go to <https://apps.sd.gov/GF56FisheriesReports/>

County	Waterbody	Species	Date	Number Stocked	Size
Beadle	Staum	Black Crappie	09/23/2025	120	Adult
Beadle	Staum	Bluegill	09/23/2025	400	Adult
Beadle	Staum	Channel Catfish	09/23/2025	5	Adult
Brookings	Interstate Urban Fishing Pond	Bluegill	09/25/2025	400	Adult
Custer	Center	Rainbow Trout	09/15/2025	464	Adult
Custer	Center	Rainbow Trout	09/16/2025	350	Adult
Custer	Center	Rainbow Trout	09/16/2025	464	Adult
Custer	Center	Rainbow Trout	09/17/2025	464	Adult
Custer	Center	Rainbow Trout	09/22/2025	480	Adult
Custer	Center	Rainbow Trout	09/23/2025	480	Adult
Custer	Grace Coolidge Dams	Rainbow Trout	09/22/2025	1020	Adult
Harding	Gardner	Channel Catfish	09/24/2025	900	Juvenile
Hughes	Capitol	Largemouth Bass	09/24/2025	500	Juvenile
Hughes	Capitol	Bluegill	09/25/2025	154	Adult
Hutchinson	Dimock	Black Crappie	09/16/2025	84	Adult
Hutchinson	Dimock	Bluegill	09/16/2025	700	Adult
Hutchinson	Tripp	Bluegill	09/16/2025	100	Adult
Hutchinson	Tripp	Channel Catfish	09/16/2025	14	Adult
Hutchinson	Tripp	Largemouth Bass	09/16/2025	8	Adult
Kingsbury	Arlington Community Fishing Pond	Bluegill	09/23/2025	125	Adult
Lake	Herman Pond	Bluegill	09/23/2025	295	Adult
Lincoln	Alvin	Black Crappie	09/16/2025	141	Adult
Lincoln	Alvin	Bluegill	09/16/2025	1057	Adult
Lincoln	Alvin	Channel Catfish	09/16/2025	16	Adult
Lincoln	Alvin	Largemouth Bass	09/16/2025	15	Adult

Report Created: 9/26/2025

Custer Senior Center

October Activities



To educate every student
to his or her potential

Latest Newsletter

WEEKLY INSPIRATION

**Life doesn't get easier
or more forgiving,
we get stronger and
more resilient.**

Steve Maraboli



HELP WANTED



**CUSTER SENIOR
CENTER**

**WE'RE
HIRING!**

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

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

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



HELP WANTED

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

APPLY TODAY

CUSTERCANDYCO@GMAIL.COM

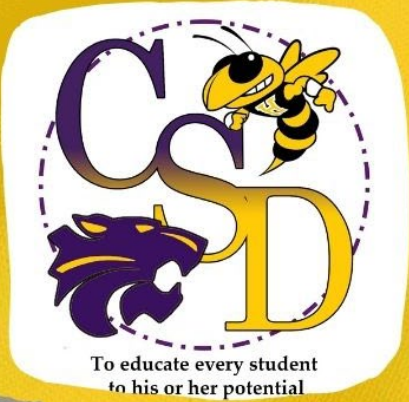
Outlaw Ranch



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

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

Join Us.



BE A PART OF OUR EDUCATIONAL TEAM!



Current Openings:

- ASST. DISTRICT TECHNOLOGY COOR/NETWORK ADMIN
 - FULL-TIME SPED PARA @ CUSTER ELEM
 - PART-TIME CUSTODIAN @ CUSTER JR/SR HS
 - Activities Advisors & Coaches in Hermosa & Custer
 - 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

🦷 Ever Thought About a Career in the Dental Profession? Did you know that dental assistants can start out their career with on the job training?

Join our team and train on the job as an entry-level dental assistant. Get your foot in the door in dentistry, learn valuable skills, and start a rewarding career!

- ✦ Excellent pay and work hours
- ✦ Professional team and top technology
- ✦ No prior dental experience required

Applications are now open!

✉ Email us your resume at smiles@custerdentalstudio.com to apply or learn more.





WE'RE HIRING

RETAIL ASSOCIATE

**Must be 18 years or older &
available to work mornings or
evenings. Must be available 3+
days a week.**

Send your Resume to:

adventure@southdakotaoutdoorshop.com



GOOD KARMA JEWELRY JOIN OUR TEAM

**GREAT PAY + EXTRA PAY
FOR EVENING SHIFTS**

APPLY IN STORE
507 MT RUSHMORE RD
CUSTER, SD 57730

FOR MORE INFO:
605-673-3047

**PREFERABLY AGE 21+
SALES ASSOCIATE
WILLING TO WORK
DAYTIME, EVENINGS &
WEEKENDS**

**RESPONSIBLE & MATURE
CUSTOMER SERVICE EXPERIENCE
SALES EXPERIENCE
GREAT PEOPLE SKILLS
SEASONAL POSITIONS AVAILABLE**

WE ARE HIRING



- Part Time or Full Time flexible employment opportunity with great pay
- Looking for friendly smiling dependable energetic individuals.
-
- Retail associates to work retail shop in town. Cashier and/or packaging shipping orders.
-
- Retail associates at factory store 7 miles West of town.
-
- Must be neat in appearance, able to stand on feet, engage with customers, complete tasks with minimal supervision. Schedule is flexible. Great pay. Perfect summer job for teachers or high school seniors & those with outgoing personalities.
- If you meet these qualities please call or email Pam at:
- (605) 440-0028
- Blackhillscandleco@gmail.com
-



Join Our Team!



**Spend your summer at Mount Rushmore!
Join a team of passionate park partners at the
Mount Rushmore Bookstores.**

CASHIER ASSOCIATE

- Friendly and outgoing
- Assist visitors with selecting books and educational gifts, answering questions as needed
- Great teamwork and customer service skills
- Working knowledge of computers and point-of-sales systems a plus
- **Pay:** from \$15 per hour
- **Benefits:** Employee discount, flexible schedule, full-time benefits
- **Shifts:** 8-hour shifts (Day and evening shifts available; weekdays and weekends shifts available)

WAREHOUSE ASSOCIATE

- Friendly and outgoing
- Moving and sorting, pricing product to help fill Bookstores at Mount Rushmore
- Great teamwork and can-do attitude
- Working knowledge of warehouse standards, computers and point-of-sales systems a plus
- **Pay:** from \$15 per hour
- **Benefits:** Employee discount, flexible schedule, full-time benefits
- **Shifts:** 8-hour shifts (Day and evening shifts available; weekdays and weekends shifts available)

THE MOUNT RUSHMORE SOCIETY PROVIDES TRAINING, COMPETITIVE WAGES AND GREAT EMPLOYEE PERKS.

The non-profit Mount Rushmore Bookstores at Mount Rushmore are operated by the Mount Rushmore Society, whose mission is to preserve, promote, protect and enhance Mount Rushmore National Memorial. Retail sales support park projects and provide educational opportunities for visitors to the Memorial.

For more information and employment application, visit:
 www.mountrushmoresociety.com





**CRAZY HORSE
MEMORIAL®**

NOW HIRING!

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





We're Hiring!

**JOIN US FOR THE 2025 SEASON
SEASONAL POSITIONS AVAILABLE**

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

Apply Online at:

<https://korczaksheritage.khonline.biz/open-positions?show-leaving-site-message=true>



WE'RE HIRING!

JOIN OUR TEAM

THE GOLD PAN 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



APPLYING FOR NATIONAL PARK SERVICE JOBS



● STEPS ●

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

- **STEP 1: Create an Account on [USAJOBS.GOV](https://www.usajobs.gov)**
 - Enter your profile information and create a resume.
 - Consider the Helpful Resume Tips. →
 - Note: Visit [USAJOBS' Help Center](#) for more information on Getting Started
 - You do not need to create a USAJOBS account to search for jobs, but you do to create an account to apply for jobs.
- **STEP 2: Search Jobs**
 - Use the USAJOBS search feature to view jobs filtered by position and location or use the advanced search function search with more filters like pay or grade-level.
 - Review job opportunity announcements and save those of interest.
 - Carefully review the "Qualification and Evaluation" section to determine whether you could qualify for the position.
- **STEP 3: Apply For Jobs**
 - Carefully follow the instructions in the "How to Apply" section for each job announcement.
 - Submit any supporting documentation to verify your qualifications.
 - Leaving out a required document may result in you not being found eligible and/or qualified.
- **STEP 4: Manage Your Career**
 - Log into your USAJOBS account to obtain application status for positions for which you have applied.
 - Contact the agency for the specific follow-up questions or those related to the particular job.
 - The agency contact information is listed in the "How to Apply" section of the job announcement.

HELPFUL RESUME TIPS

- Make your resume includes your specialized experience as it relates to the duties section of the job announcements in [USAJOBS](https://www.usajobs.gov).
- Include hours of work or full-time/part-time status for each job you include in the work experience section on your resume.
- Make your resume searchable.

COMMON SUPPORTING DOCUMENTS

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

THE NPS HIRING EXPERIENCE

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

FOR QUESTIONS, PLEASE CONTACT:
NATIONALRECRUITMENTTEAM@NPS.GOV

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

Chamber Staff & Board of Directors



CHAMBER STAFF

Dawn Murray
Executive Director
dmurray@custersd.com

Fred Baumann
Information Associate
fbaumann@custersd.com

Pat Hattervig
Information Associate
phattervig@custersd.com

Adrianna Burgess
Office Assistant

assistant@custersd.com

Rachelle Woodford
Office Assistant
bytes@custersd.com

Joel Behlings
Information Associate
info@custersd.com

2025

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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



Our Address:
615 Washington Street
Custer, SD 57730

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



Visit our Website

dmurray@ustersd.com /ustersd.com

Send Us An Email

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

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