



# 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](mailto:bytes@custersd.com).  
Submissions must be received by Wednesday at 5:00 PM to be included in that week's issue.

Thank you!



# CUSTER CONNECTIONS



Tax refund season creates a short spending window. The IRS writes that most refunds are issued within 21 days, and people can start checking status shortly after e-filing through the IRS refund tracker. In other words, your future customers are getting a little breathing room in their bank account right now, and that changes buying behavior. It may also feel like something that was out of (budget) reach before is now doable.

This is not the moment to sit back and hope people wander in looking for a good deal. Tax refund spending is emotional as much as practical. People use it to catch up, upgrade, treat themselves, solve annoying problems, and finally buy the thing they have been postponing for months.

Your job is to make your offer feel timely, useful, and easy to say yes to.

## The Biggest Mistake Businesses Make During Refund Season

The biggest mistake businesses make during refund season is assuming customers will connect the dots on their own. They won't. Humans love having money and then immediately finding twelve unrelated ways to spend it. You must position your offer so it feels relevant to this moment.

## How to Create a Great Refund Offer

**Start with the right angle.** Refund spending usually falls into a few categories: practical fixes, overdue replacements, personal rewards, family spending, and future planning. If your marketing speaks to one of those motives, you're far more likely to get attention than if you simply run a generic sale.

A home service business, for example, should not just announce a discount. It should frame the offer around finally tackling the repair, cleanup, or upgrade customers have been putting off. A salon or spa should position services as a treat-after-tax-season reward. A retailer should spotlight wardrobe refreshes, spring updates, or bundle deals that feel a little indulgent but still smart. A professional service firm can offer a package that helps people invest in themselves or get organized for the rest of the year.

You don't need a complicated campaign. You just need fast, simple, easy to imagine marketing that leads people to spend with you.

## The Smart Splurge Offer

One of the easiest plays is the **"smart splurge" offer**. Many buyers want to their refund without feeling irresponsible. Create a package that feels like a treat but is clearly positioned as a good value. A boutique could offer a spring style bundle. A med spa could create a glow-up package. A restaurant could promote a limited dinner-for-two experience. A home decor store could feature a room refresh collection. The message is not "spend your refund here." It's "put part of that extra cash toward something that actually feels good. You deserve it."

# The “Finally Get it Done” Campaign

Another quick win is the “**finally get it done**” campaign. This is ideal for contractors, auto shops, dentists, cleaning companies, organizers, landscapers, and repair services. These offers may not be as sexy as the splurge, but it’s a great way to capture the attention of people who have been putting off a necessary expense because everyday bills keep getting in the way.

Your marketing should speak directly to that tension: “Been putting this off? Now is a great time to take care of it.” That kind of message connects relief with action.

## Prepaid Packages

Prepaid packages are also strong during refund season. If you offer a service people use repeatedly, sell bundles. Think fitness classes, salon visits or treatments, car washes, dog grooming, chiropractic sessions, meal prep, tutoring, or marketing consultations.

Customers are more willing to commit when they have a little cash cushion, and you improve your immediate cash flow. Everyone gets to feel responsible.

## Upgrades

Limited-time upgrades work especially well too. Instead of discounting your core offer, add value. A photographer can include extra edited images. A furniture store can add free delivery. A service business can include an extended consultation, bonus maintenance visit, or premium add-on. This protects your pricing while making the purchase feel more worthwhile.

## Gift Card Bonuses

Gift card bonuses are another smart move that can be implemented quickly. Offer something like “Buy a \$100 gift card, get \$20 extra.” This is especially effective for restaurants, salons, boutiques, family entertainment businesses, and specialty retail. It works for self-purchasers and for people who want to stretch refund money across multiple visits.

## Messaging Matters

Your messaging matters as much as the offer. Keep it benefit-focused. Instead of “We’re having a refund sale,” try language like:

- “Use your tax refund to finally tackle that project.”
- “Put your refund toward a spring refresh you’ll enjoy all season.”
- “Catch up on the service you’ve been putting off.”
- “Invest in something that makes your life easier.”
- “Treat yourself without breaking the bank.”

That last part matters. Customers do not want to feel reckless. They want to feel smart, a little rewarded, and slightly ahead for once.

Also, don’t ignore existing customers. Refund season is a great reactivation opportunity. Send a message to past clients with a timely reason to come back now. “Haven’t seen you in a while” becomes much more effective when paired with a relevant seasonal offer.

Speed matters more than perfection here. The tax filing deadline for most individual filers was April 15, 2026, and refunds continue rolling out after that, especially for procrastinators who took it down to the wire and others who have been thinking about the smartest way to spend it. This is a live window, not a theoretical one and it’s time to start using it if you haven’t already.

Again, you don’t need a massive campaign. You need a timely offer, a clear message, and a fast way to get in front of buyers who finally have a little room to act. Tax refund season is one of those moments when good marketing is less about brilliance and more about relevance. Show people how your business fits what they want to do with that money right now, and you give them a much easier reason to choose you.

*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.*

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Facebook: @metcalfwriting  
Instagram: @christinametcalfauthor  
LinkedIn: @christinametcalf5

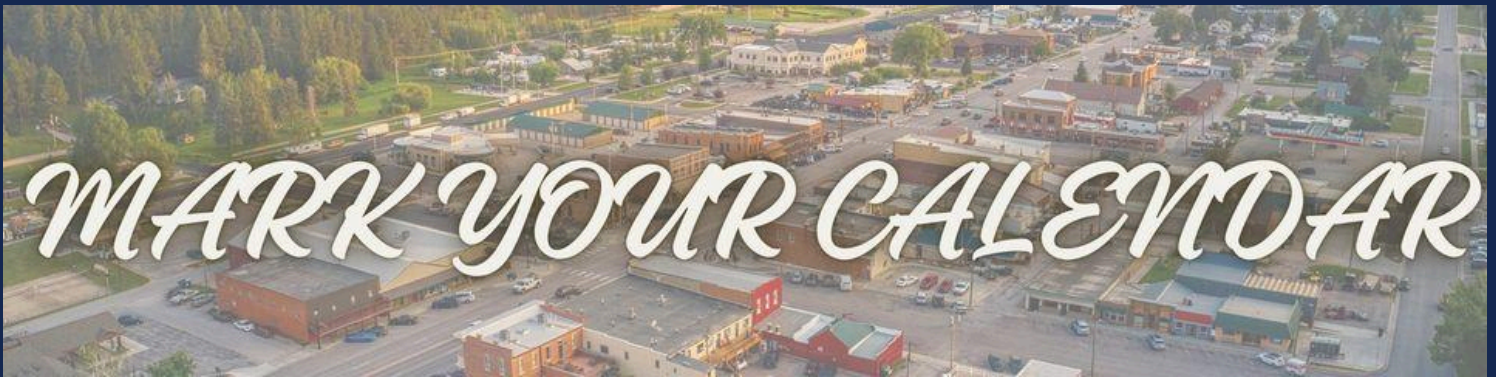


Dawn Murray  
Executive Director

## 2026 EVENTS CALENDAR

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

[Click to download calendar](#)



### May 4

Ribbon Cutting at Baker's Bakery & Cafe  
11am  
Celebrating 20 years in business

### May 5

Ribbon Cutting at Outlaw Ranch  
4pm  
Celebrating newly remodeled building

### May 8

Ribbon Cutting at Art Expressions' new location  
4pm  
Celebrating a new location

### May 14

Ribbon Cutting at Black Hills Parks and Forests  
Association's new location  
4pm

**May 21**  
Chamber Mixer at Lewis Realty  
5pm

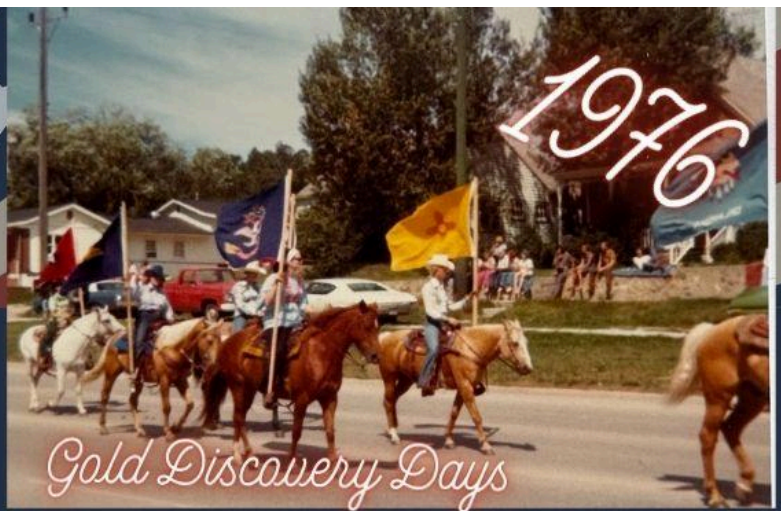


**SPONSOR OPPORTUNITY!**



# 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 4<sup>TH</sup> 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!

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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:**

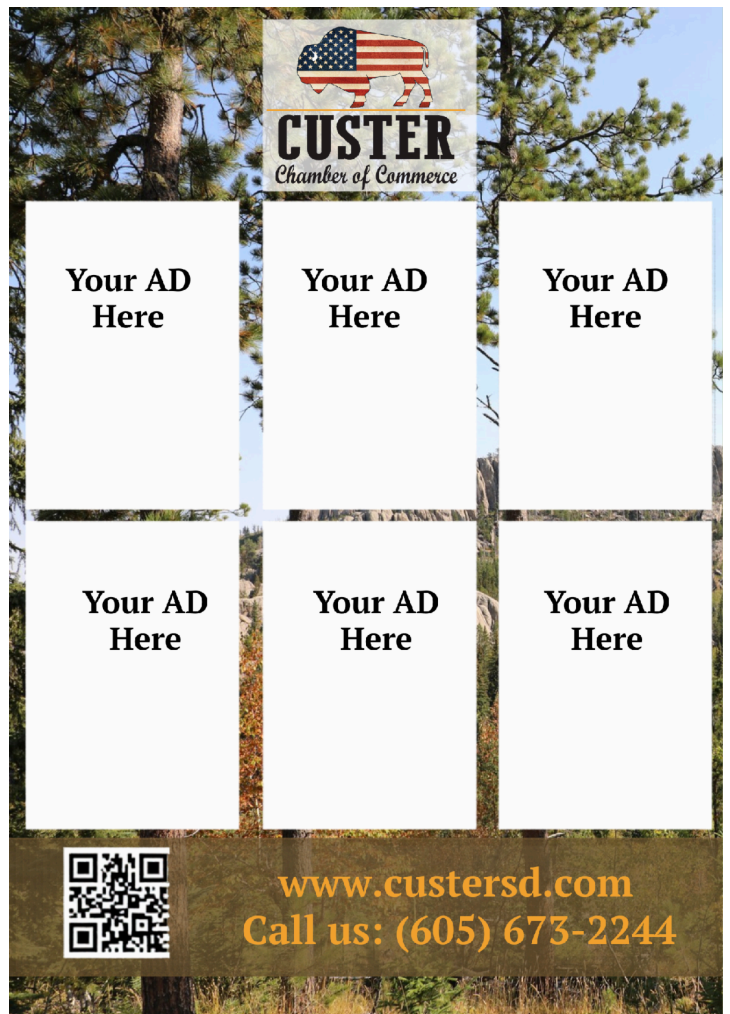
- Your business name
- A short message or special offer
- Optional phone number or tagline

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

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



Travel South Dakota, in partnership with the South Dakota Retailers Association, is bringing *James T. Robilotta* to South Dakota for the **2026 Spring Customer Service Seminars** (May 5–7). These free, in-person sessions are a great opportunity for frontline staff, customer-facing employees, and managers to hear an engaging keynote on building stronger workplace culture and customer service. With **National Travel & Tourism Week** (May 3–9) taking place that same week, these seminars are also a great way to recognize and invest in the people who create positive visitor and customer experiences every day.

**Two seminars will be taking place in your region this year:**

**Rapid City** — Tuesday, May 5 @ 9-10:30 a.m. MT — **The Monument** (LaCroix Hall C), **444 Mt. Rushmore Road N**

**Hill City** — Tuesday, May 5 @ 1:30-3 p.m. MT — **Hill City Center, 227 Walnut Avenue**

See attached flyer. Or check out [SDVisit.com](http://SDVisit.com) for a full list of all stops on the SCSS tour.  
**No registration required. No cost to attend.**

SOUTH DAKOTA  
SPRING CUSTOMER SERVICE SEMINARS  
MAY 5-7, 2026



**FREE** **SPRING CUSTOMER SERVICE SEMINAR**  
**FEATURING JAMES T. ROBILOTTA**

WHO SHOULD ATTEND: **Anyone working with customers and visitors**

TIME & DATE: **1:30-3 p.m. MT on TUESDAY, MAY 5, 2026**

LOCATION: **HILL CITY - Hill City Center, 227 Walnut Ave.**

REGISTRATION: **Registration is not required for this session. There is no charge to attend.**

**Choosing to Care: How curiosity creates community in the workplace**

No organization wants its people to be apathetic—toward the work, the people, or the community. Community ignites loyalty and drives retention in both in-person and hybrid workplaces, and is built with one simple thing: curiosity. Curiosity is the opposite of apathy. Events are ideal opportunities to authentically connect, reflect, validate, and innovate. In this hysterical and motivational keynote we will talk about how to ask better questions, change the way we hear people's stories and insights, and adapt the mindset of curiosity. Let's stop the apathy and the assuming and start learning about each other because curiosity creates community.

**MEET THE SPEAKER**



James Robilotta, CSP, is a leadership author, motivational speaker, emcee, and trained improv comedian. After years of leading teams, he built two successful businesses—including his speaking and coaching practice, where he helps organizations create stronger, more human workplace cultures.

Since 2009, James has spoken internationally, using humor to spark meaningful conversations that inspire reflection and action. His work focuses on fighting apathy, improving feedback, and helping leaders better engage and retain their people.

His core belief: we don't learn from perfect people—we learn from imperfect ones. Companies like American Express, GE, Accenture, and Afterpay have embraced this message to transform how their teams show up for each other. James is on a mission to make workplaces more human—where people feel seen, heard, respected... and maybe even laugh a little.

See more on James' website, [Jamestrobo.com](http://Jamestrobo.com).

See more information on the free Customer Service Seminars at [SDVisit.com](http://SDVisit.com).



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2026

# Ribbon Cutting

BAKER'S BAKERY & CAFE

*Celebrating*  
— 20 YEARS —



**WHEN: MONDAY, MAY 4<sup>TH</sup>**

**WHERE: 541 MT RUSHMORE RD, CUSTER**

**TIME: 11AM**



2026

# *Ribbon Cutting*



OUTLAW RANCH

**WHEN: TUESDAY, MAY 5TH**

**WHERE: 12703 OUTLAW RANCH RD**

**CUSTER, SD**

**TIME: 4-6PM**

*CUSTER*  
Chamber of Commerce

2026

# *Ribbon Cutting*



ART EXPRESSIONS GALLERY &  
GIFTS

**WHEN: FRIDAY, MAY 8TH**  
**WHERE: 449 MT RUSHMORE RD**

**CUSTER, SD**  
**TIME: 4PM**

**CUSTER**  
*Chamber of Commerce*

2026

# *Ribbon Cutting*



BLACK HILLS  
**PARKS &  
FORESTS**  
ASSOCIATION

BLACK HILLS PARKS AND FORESTS ASSOCIATION

**WHEN: THURSDAY, MAY 14TH**

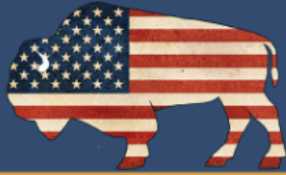
**WHERE: 833 MT RUSHMORE RD**

**CUSTER, SD**

**TIME: 4PM**

**CUSTER**  
*Chamber of Commerce*

# 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](mailto: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](mailto: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



May 20th





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



**Big Pine Campground** in Custer, South Dakota, stands as a longstanding fixture in the community, combining decades of history with a forward-looking commitment to hospitality. As a proud Chamber of Commerce member, Big Pine exemplifies the values of connection, service, and local pride that define the Custer area.

Owned and operated by Bill and Jen, the campground continues a legacy that has welcomed travelers for generations. They are passionate stewards of Big Pine's history, taking pride in preserving its character while ensuring guests enjoy a comfortable and memorable stay. Just as importantly, Bill and Jen are deeply invested in the Custer community, embracing their role as both business owners and active local participants.

Big Pine Campground offers a range of accommodations to suit every type of visitor, including tent spaces, cabins, full hook-up sites, as well as water and electric options. The campground's thoughtful layout and well-maintained grounds create an inviting environment where guests can relax and experience the beauty of the Black Hills.

Adding to the experience, guests can also enjoy the on-site food truck, the Chubby Bison, where Bill and Jen serve up crowd favorites like their awesome burgers and flavorful fish tacos—perfect after a day of exploring the Black Hills. Through their dedication and community involvement, Bill and Jen continue to build on Big Pine's legacy—making it not just a place to stay, but a meaningful part of the Custer experience.



## 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](mailto:assistant@custersd.com) — we can't wait to feature YOU! 📸



# AREA EVENTS

# QUILTED BUFFALO

## APRIL EVENTS

757 MT RUSHMORE RD, CUSTER, SD

APR  
18

OPEN SEW

11AM - 4P \$5

APR  
29

SASSY ½ PACK EVENT

11AM - 4PM FREE

APR  
30

PUFF QUILT CLASS

10AM - 4PM \$20

APR  
30

EOM/EOB SALE

PRE-REGISTRATION REQUIRED IN THE SHOP  
OR ONLINE AT [QUILTEDBUFFALO.COM](http://QUILTEDBUFFALO.COM)



BLACK HILLS  
**PARKS &  
FORESTS**  
ASSOCIATION

# Spring Workshops

## Wind Cave National Park

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

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

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

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

**BHPFA**

**members get  
15% off!**

**Adult (18+): \$40**

**Children: \$20**

**Ages 8 and up recommended**

# Register Here!



Our workshops feature:

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

BHPFA an official  
partner of  
Wind Cave  
National Park



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

# LEWIS REALTY'S ANNUAL **FREE SHRED DAY**

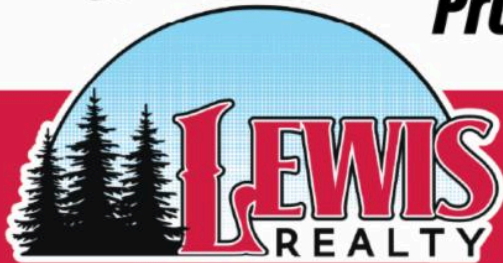
**Limit of 2 Bankers Boxes per Household or Business**  
Paper with paperclips or staples OK - NO hard drives nor computer equipment.

**STOP IN AND ENJOY  
SOME SNACKS!**

***FREEWILL DONATION  
Proceeds to The VFW***



The BAM Shredding truck  
will be on-site.



**Thursday, April 23rd, 11am - 1pm**  
**14 W Mt. Rushmore Rd, Custer, 605-673-5885**



## **South Dakota Enhanced Conceal Carry Class**

**This is a One day Class**

**Saturday April 25th 2026 9:00am to 4:30pm**

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

Class size is limited so register early.

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

## **Whimsy Spring Tree**

at The Custer Beacon

Must RSVP through The Custer Beacon FB page for ticket sales

Thursday, April 30th. 6:00 PM

Space is Limited



ATV's – Motorcycle - Tractor – Travel Trailer – Furniture - Signs

## SCOTT SULLINGER & GUESTS

### ONLINE AUCTION

ONLINE BIDDING OPENS Friday · May 1st, 2026

- Closing Tuesday · May 5th, 2026, 4:00 PM



**TWO LOCATIONS:** Lots 1-498 are located at residence 23968 Thompson Dr. Hill City, SD & lots 500+ are located at the Bradeen Auction Office, 9 W. Mt. Rushmore Rd., Custer, SD. Watch for signs!

**Featuring:** '19 New Holland Boomer 50 Tractor; New Holland 63 CSH snow blower; '22 Kawasaki KRF1000 Trail Edition; '17 Polaris RZR 1000, 4 seater; '15 Forest River Puma Travel Trailer; '14 Nissan Murano; '03 Honda Valkyrie GL1500CD Motorcycle; '83 16' Long Fishing Boat; '20 Kawasaki Mule; '15 Polaris Ranger XP; Yamaha Golf Cart; '04 Honda TRX 450; Crown model C6-C Gas Cement Mixer; 3pt. post hole digger; Grizzly Electric Lathe; stock tank; Mink fur coats; Beer signs; Budweiser steins; Coca-Cola collectibles; wood hall table; leather club chairs; 12 seat dining room table set; saddle bar stools; arm chairs; coffee table; 60' round tables; leather sofa w/chenille cushions; Victorian East Lake parlor chair; '62 Williams King Pinball Machine; patio heaters; Nascar leather coat; commercial restaurant equipment; Peleton bike; artwork; Christmas Snow Globes; Frankoma Dinnerware and MUCH MUCH MORE!!

See complete details & photos on [www.bradeenauction.com](http://www.bradeenauction.com)

**OWNER:**

Scott Sullinger

& Guests

Hill City, SD

**BRADEEN**  
100 YEARS

**REAL ESTATE & AUCTIONS**

Ron Bradeen - Jeff Storm - Travis Mayer, Auctioneers  
605-673-2629 • Custer, SD  
[www.bradeenauction.com](http://www.bradeenauction.com)





# HUNTSAFE FIELD DAY

Friday, May 1st | 12-4pm | Custer, SD  
Southern Hills Tactical LLC

SIGN UP TODAY! SCAN THE QR CODE  
OR VISIT  
GOOUTDOORSSOUTHDAKOTA.COM



Upon completion of this class, students will receive their Hunter Safety and Firearm Education (HuntSAFE) Certificate. During this class, students will practice and show proficiency in hands-on firearm handling skills.

These Independent Study HuntSAFE courses are blended learning courses where a student completes their coursework online at their own pace and as their schedule allows. Students need to bring the voucher showing completion of online portion. Participants must register online



[kaycee.smith@state.sd.us](mailto:kaycee.smith@state.sd.us) | 605.394.3354

2026 SPRING CUSTOMER SERVICE SEMINARS

Throughout the week of May 5-7, we've partnered with Travel South Dakota to bring a series of fun and informative customer service training sessions in communities across the state.

On the route this year...

Rapid City– Tuesday, May 5 @ 9-10:30 a.m. MT — The Monument (LaCroix Hall C), 444 Mt. Rushmore Road N

Hill City – Tuesday, May 5 @ 1:30-3 p.m. MT – Hill City Center, 227 Walnut Ave

Chamberlain – Wednesday, May 6 @ 8:30-10 a.m. CT – AmericInn, 1981 E King Street

Aberdeen – Wednesday, May 6 @ 2:30-4 p.m. CT – Aberdeen Community Theatre (Walker Hall), 417 S Main Street

Sioux Falls — Thursday, May 7 @ 9-10:30 a.m. CT — Monick Yards, 605 E 8th Street

Free to attend & no registration necessary.





FILM NEGATIVE



FILM NEGATIVE



FILM NEGATIVE

FILM NEGATIVE

# OUTLAW RANCH

## DAYSPRING RIBBON CUTTING AND OPEN HOUSE

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

### May 5, 2026

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

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

### To RSVP Please Contact

Carol at Lutherans Outdoors  
Email: [carol@losd.org](mailto:carol@losd.org)  
Phone: 605-274-5332

📍 2703 Outlaw Ranch Road  
East of Custer





**CUSTER SENIOR  
CENTER  
HIGH 'T'  
MAY 7TH 12- 1:30**

**ENTERTAINMENT @12:45  
BY HANNA HONORS  
50-S – 70'S MUSIC**

**MEMBERS  
TICKET \$20  
NON MEMBERS  
TICKET \$25  
HATS ARE  
ENCOURAGED**



**ONLY 60 TICKETS AVAILABLE  
FOR SALE AT THE SENIOR CENTER**



# 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.



 <b>Program Basics</b>	 <b>Practical Guidance</b>
 <b>Strategic Tips</b>	 <b>Timely Insight</b>



Click Link Below

*Webinar: H-2B Visas for Next Season | Tourism Coalition of South Dakota*



# Thank you!

*I want to thank everyone who donated to my senior project. My project was for Battle Mountain Humane Society, and it was a success. I received more donations than I expected. I'm so thankful for this community and all the support I got. I appreciate the encouragement, thank you again!*

*-Jacie Behlings*



@reallygreatsite

# Salute our 2026 Custer & Hill City **GRADUATES**



## **SPECIAL EDITION**

*To be published  
in full color May 20, 2026  
in the  
Custer County Chronicle  
& Hill City Prevailor News  
as a keepsake.  
**DEADLINE: May 8, 2026***

*Featuring quotes from students,  
memories, and  
lots of photos!*

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# 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](http://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



# GOOD KARMA

— J E W E L R Y —

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this Mother's Day



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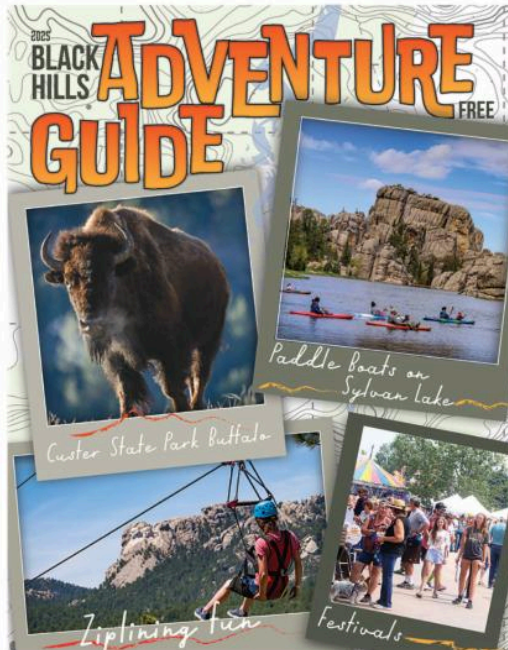
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History • Stories • Photos • You!

Let's give our visitors what they really want: Fun, adventure, stories, history, beautiful photos, a behind-the-scenes look at the Hills and a one-of-a-kind experience. Off the beaten path, no endless lists of businesses. Can't-miss events, activities, experiences and opportunities to create memories for a lifetime. This is your Black Hills Adventure Guide!

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June 13, 2026

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307.760.7175



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A vibrant spring-themed background featuring a variety of flowers including pink tulips, white daisies, and pink blossoms, interspersed with monarch, yellow, and blue butterflies. The background has a soft, bokeh effect with light green and blue tones.

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# THE Reboot *Together* PLACE

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

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Custer YMCA  
605-673-5134 ▶ [ymcabh.org](http://ymcabh.org)

JOIN NOW FOR FREE  
THRU APRIL 30th

JOIN  
TODAY





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

*Celebrating 10 Years of Transformative Theatre Experiences for South Dakota Youth*

### For Immediate Release

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

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

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

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

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



## 2025–2026 SCHOLARSHIP

Invest in Your Future!

Award Includes:

\$500 Cash Scholarship

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

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

Eligibility:

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

Requirements:

Attach a weighted transcript for grades 9–12

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

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

Include the following information:

Name

Address

Phone Number

Email

GPA

College or trade school you plan to attend

Deadline:

Applications must be received by May 1, 2026.

Submit applications by:


Email: [custereye@gwtc.net](mailto:custereye@gwtc.net)

Premier Family Eyecare

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

Drop off: In person at our office

---



# GOOD KARMA JEWELRY

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MONDAY - FRIDAY • 9:00AM - 4:00PM

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



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

---

# The Dragonfly



## Breakfast & Lunch



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605-745-7626



**FOR IMMEDIATE RELEASE:** Wed., April 15, 2026

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

### **Mount Rushmore Fireworks Celebration Draws Strong Public Interest for America's 250th**

**PIERRE, S.D. – Demand for the upcoming July 3 fireworks celebration at Mount Rushmore National Memorial soared with 102,991 tickets requested for the official Freedom 250 event.**

Approximately 4,800 participants will be able to attend the event. The randomly selected ticket lottery was administered by Recreation.gov from April 8 through April 12. Lottery applicants were notified if they were successful on April 14.

“South Dakota is proud to welcome visitors from across the country to celebrate America’s 250<sup>th</sup> anniversary at Mount Rushmore,” said **Governor Larry Rhoden**. “We appreciate the partnership with the U.S. Department of the Interior and National Park Service. Their collaboration has been instrumental in planning an event that reflects the values of our nation and the significance of this iconic landmark as a symbol of freedom and unity.”

Event organizers are finalizing an evening program designed to deliver a memorable and meaningful celebration at Mount Rushmore. The night will culminate in a fireworks and light show set to a patriotic soundtrack, honoring the legacy of the monument and the enduring spirit of the United States.

A crew of 30 pyrotechnicians and specially trained highline operators will install fireworks and lighting at designated locations at the Memorial. The State of South Dakota has contracted with Pyro Spectaculars, the same vendor that successfully produced the 2020 Mount Rushmore fireworks display. In addition to pyrotechnics, the 2026 contract includes lighting elements that can be utilized if environmental conditions require an alternative to fireworks.

To enhance the visitor experience and prioritize safety & security, total attendance has been reduced compared to the 2020 event, ensuring all ticketed guests remain within the main campus of Mount Rushmore.

The National Park Service has conducted an environmental assessment for the event, which is available *on the NPS website*. Protection of the Black Hills and Mount Rushmore National Memorial remains central to planning efforts for the July 3 celebration. Planning partners continue to coordinate closely to ensure a safe and responsible event.



# PRESS RELEASE

## FOR IMMEDIATE RELEASE

### **YMCA of the Black Hills Invites Custer Families to Kick Off a Healthy, Active Summer at 2026 Healthy Kids Day®**

*Free and open to the public, this annual event features a day of fun-filled activities to celebrate kids being kids.*

CUSTER SD, APRIL 3, 2026 – The YMCA of the Black Hills is hosting the Y’s annual Healthy Kids Day® on Saturday, April 18th from 9am to 11am at the Custer YMCA. This free, annual event features a variety of family-friendly activities to encourage healthy kids, healthy families and a healthy start to the summer season.

Sponsored nationally by Peanuts and Gatorade, Healthy Kids Day’s mission is to prepare Custer families for a safe, healthy and fun summer. Some featured activities include Custer Library Story Time at 9:30 and 10:30am, water safety, family group exercise activities and local community partners.

“It is so important for kids to stay active over the summer, both physically and mentally,” said Elaina Kempin, Marketing Director for the YMCA of the Black Hills. “At the Y, we believe in providing resources for families to create healthy habits, no matter the time of year. Healthy Kids Day is a fun, free community-wide event that encourages families to take advantage of all the great summer activities the Y has to offer.”

In honor of its 175th anniversary in the United States, YMCAs nationwide are expanding their commitment to nurturing healthy, confident kids through their annual Healthy Kids Day celebration. Healthy Kids Day reflects the Y’s long-standing mission of strengthening communities and helping youth reach their full potential, a mission that has guided the organization for 175 years and continues to shape its work today. The YMCA of the Black Hills has been serving the Black Hills region for over 77 years.

Locally, Healthy Kids Day is sponsored by: **Community Champion** Monument Health, Strider Bikes, the Rapid City *Journal*, KOTA TV and NewsCenter1.

For more information, contact the Custer YMCA at 605.673.5134 or visit [www.ymcabh.org/events](http://www.ymcabh.org/events) for a full schedule of events.



## Forest Service News Release

Contact: Jeni Lawver  
(605) 381-7232  
[jeni.lawver@usda.gov](mailto:jeni.lawver@usda.gov)

### Campfires Restricted to Designated Sites in the Black Hills Forest Fire Protection District

**(Rapid City, SD, April 15, 2026)** – To safeguard our forests, wildlife, and communities from wildfire risk, Black Hills National Forest officials remind visitors that campfires are permitted only in established grills or metal fire rings at designated sites within the [Black Hills Forest Fire Protection District](#) of South Dakota, which covers unincorporated areas and strictly regulates open burning and fireworks.

“We’re seeing more human-caused fires this season,” said Jason Virtue, Forest Fire Management Officer. “Restricting campfires to designated sites and ensuring they are completely extinguished are the most effective ways to prevent wildfire starts.”

To help minimize fire risk, please follow these guidelines:

- Ensure fires are cold: Campfires must be cold to the touch before you leave the area.
- Dispose of debris properly: Place cigarette butts in an ashtray, never on the ground.
- Watch where you drive: Avoid driving or parking in tall grass; hot catalytic converters can easily ignite dry vegetation.
- Check your equipment: Ensure all portable gasoline-powered tools have functioning spark arresters.
- Secure trailer chains: Avoid dragging chains on the road, as they can throw sparks into nearby brush.

Violating campfire and fire safety rules in the Black Hills National Forest can lead to significant federal and state legal consequences, including heavy fines, jail time, and financial liability.

**About the Forest Service:** The 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, and 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.



Telling Stories. Changing Lives.

**FOR IMMEDIATE RELEASE: 3.25.2026**

**Contact: Jen Luke, Artistic Director of Education**

[jen@theatre605.org](mailto:jen@theatre605.org) / 605 255-4910 ext 2

## **Theatre 605 Program Education Program Associate Joining April 1st**

Theatre 605, South Dakota's only regional professional theatre company, is delighted to announce the addition of Alex Newcomb Weiland to our team as she steps into the role of Education Program Associate. Theatre 605 Education Base is located in Sioux Falls. Alex will manage the 26-year-old Tours program, which sends artists across the region to deliver high-quality arts experiences for K-12 youth and work with the Jr. Camps program debuting in July on the USD Vermillion Campus.

Alex comes with an impressive skill set, having graduated Magna Cum Laude from The University of South Dakota with a BFA in Musical Theatre Performance and a minor in Dance in the spring of 2019. Alex is no stranger to the stage, having performed on our very own Playhouse stage during the 2017 Season. Post-grad, she took her passion and career to the stages of New York City, pursuing experiences both on and off the stage through places like Playwrights Horizons and Hangman on Broadway.

As the Pandemic hit in the spring of 2020, Alex found herself returning to her roots and to her hometown of Sioux Falls, SD, where she took a job at The Premiere Playhouse (formerly The Sioux Empire Community Theatre). Through her six years with TPP, Alex took on many roles, starting out as their Education Coordinator. Through three promotions, driven by hard work, dedication, and a passion for the craft, Alex eventually became TPP's Artistic Development Manager, serving as both their Company Manager and Manager of Education Programming. During this time, Alex's enthusiasm and knowledge of the impact theatre can have on individuals and communities alike enabled her to curate and launch numerous outreach programs, creating new opportunities in the Sioux Falls area.

Theatre 605 welcomes Alex and all her passion, knowledge, and experience to Theatre 605 Education programs. "I feel so grateful to join the T605 team," Alex says. "As an admirer of their professional standard at the Black Hills Playhouse and their mission in creating accessible and inclusive theatre opportunities statewide, I am humbled and ecstatic to be a part of this incredible team! Theatre is powerful and encourages us to lead with empathy, grace, and intentionality in our world, and I can't wait to create with this group of talented professionals."

###

**FOR MORE INFORMATION:**



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

**LEGEND**  
Road Closure ———  
Detour ———

# Project Update

Friday, April 17, 2026

**Current Construction:**

- Construction activities, including blasting, are continuing in the U.S. Highway 385 construction area (Pactola Dam to Calumet Road) with the use of flaggers. Motorists should expect delays of up to 15 minutes on workdays (Monday-Friday, 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. The following portions of Highway 385 are gravel: the segment from Wrinkle Valley Road to Pactola Dam and the segment from Sheridan Lake Road, extending 0.5 miles to the north.



[View Construction Updates](#)



## Construction Zone Reminders



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

### Stay Connected

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

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

## HWY 385 ROUTING INITIATIVE



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

### *Visit Route Reimagined*

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

To subscribe, simply text "US385" to 605-566-4041.

Subscribers can unsubscribe at any time.

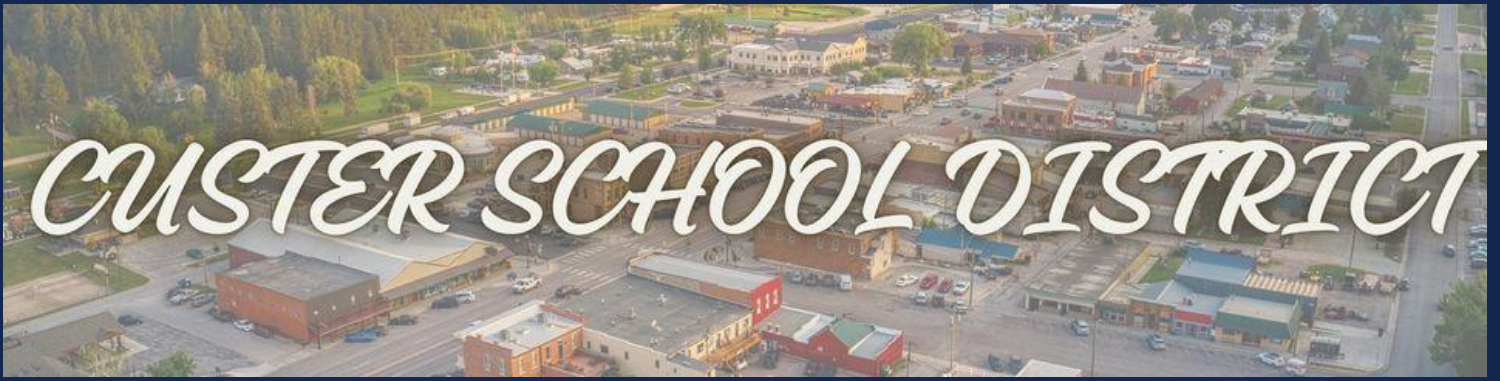
**U.S. HIGHWAY 385  
CONSTRUCTION**  
PENNINGTON-LAWRENCE COUNTY LINE TO SHERIDAN LAKE

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



**April Activities**





To educate every student  
to his or her potential

## April Calendar



*"The best way to predict  
the future is to create it"*  
*(Peter Drucker)*





## 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>

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Not To Exceed 1039 Hours**



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**Questions?**

Email: [SM.FS.r8recruiting@usda.gov](mailto:SM.FS.r8recruiting@usda.gov)

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**PARKS &  
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ASSOCIATION

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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



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nmasek@blackhillsparks.org



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🌟 WE'RE HIRING! 🌟

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

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

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

✉️ Apply in person or DM us for more info!



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

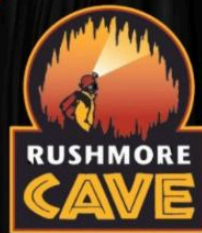
We are looking for a full-time employee, but maybe flexible for the right candidate.  
No night or weekend hours required. Experience is preferred but not required.

If interested, please contact Premier Family Eyecare at 605-673-2716 or email resumes to [custereye@gwtc.net](mailto: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](http://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

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

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

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CARSON DRUG

# WE ARE HIRING

Don't miss this opportunity

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

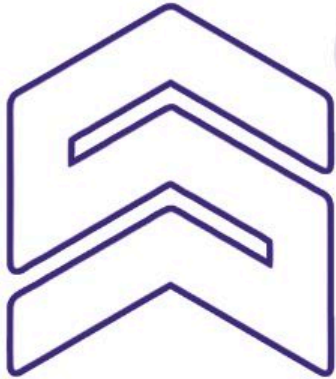
- Stop in to apply in person
- Send Your CV to Colby at  
[Carsondrug@gwtc.net](mailto:Carsondrug@gwtc.net)
- Apply on Indeed





PAIN & MOVEMENT  
**SOLUTIONS**

**JOIN OUR TEAM!**



**CUSTER, SD**

## **PHYSICAL THERAPIST**

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

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



# WE ARE HIRING

## Physical Therapist Aide

Custer Location

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

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

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



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

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Want to Work With Us?

We're  
Hiring!





# HELP WANTED

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

**APPLY TODAY**

*CUSTERCANDYCO@GMAIL.COM*

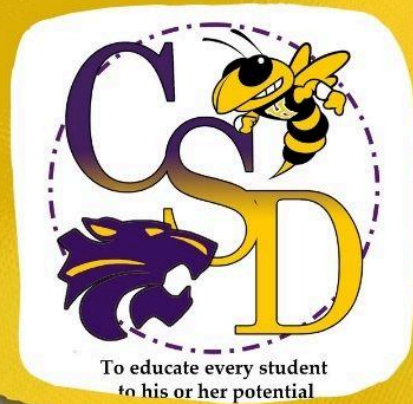
# Outlaw Ranch



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

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

# Join Us.



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



## Current Openings:

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

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

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



**CHAMBER STAFF &  
BOARD OF DIRECTORS**

**CHAMBER STAFF**

Dawn Murray

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

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

Lacey Curl  
Office Assistant  
***assistant@custersd.com***

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

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

**2026**

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Amy Bailey  
Miranda Boggs  
Ronni Calvird  
Scott Eastman

Julie Jenniges - City Liaison

Tim Frederick - School Liaison

Lydia Austin - CSP Liaison

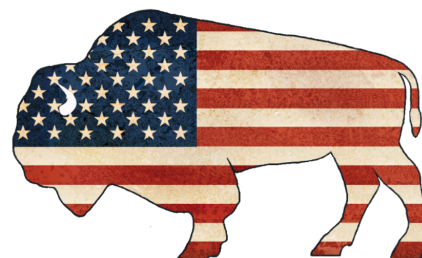
Jessica Noteboom - BID Board Liaison



**Our Address:**  
615 Washington Street  
Custer, SD 57730

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

*[dmurray@custersd.com](mailto:dmurray@custersd.com) / [custersd.com](http://custersd.com)*



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*Chamber of Commerce*

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