



Buffalo Bytes



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

CUSTER CONNECTIONS



Is This What's Holding Back Your Sales?

Ask yourself a simple question—what’s holding your potential customers back from buying from you?

You might think cost. Perhaps it’s ease of purchase (online ordering), location, or not knowing about you. But there could be something much easier to fix than cutting your prices, moving, or rebranding/launching a huge marketing campaign. While all these things are important—pricing, location, and top-of-mind recognition—there is something else you could be doing to get more people in your business. You could be setting expectations.

What does *that* mean?

There is likely a need for what you sell or do. Or you wouldn’t have gone into business, right? Maybe your marketing is really great, and you’ve created a desire for your product or service among your audience. But unless you sell something that is an instant emotional purchase, doubt could set it and kill your sale.

This doubt occurs because the purchaser is unsure of your product or service, worries about the value, or is doing something they wouldn’t normally do/purchase (that includes purchasing from you for the first time).

To avoid this, you need to ensure they have the confidence to purchase from you. Help them imagine what you (your product or service) can bring them.

Do this by creating content. But not just any content.

Content and Sales

Let’s say you run a Facebook ad for a new service you’re offering or a discount to try your business. Hopefully, you’ve used the targeting features well and you get a lot of clicks on them. Potential customers are reading the info, and signing up for whatever webinar, service, discount, or info session you’re offering (gyms, I’m *especially* looking at you here).

Congrats. That’s great. You’re probably ecstatic with those leads. But then they fail to convert to sales. What happened? The leads seemed interested.

Something made them change their mind. Or did it?

First, many people treat Facebook ads and events like *try-before-you-buy* situation. Just like people tend to post the life they wish they had on “the Book,” they seem interested in events and services when really, they’re just trying out the idea in their head.

Moving Potential Leads from Maybe to Gotta Go There

To help close these leads, you need to send several reminders with the kinds of subject lines that scream “open me”

To help close these leads, you need to send several reminders with the kinds of subject lines that scream “open me.” When they see you in their email inbox often, it will be harder to forget their commitment.

But more importantly...

You need to manage expectations. This person is new to your business. They don’t know what to expect from you. They enjoyed your ad, thought *this is for me*, but then doubt sets in. They start wondering, what will this be like? Can I do it? Is it *really* for me? And a hundred other concerns. As in Newton’s Law of Motion—an object in motion stays in motion—a potential customer stays “at rest” until a force is applied to it. In this case, the force you are applying is addressing their questions and concerns ahead of the potential customer voicing them.

I recently signed up for an exercise class trial. It was a weak moment, a new exciting business in town, and I had a desire to get healthier. This particular exercise looked like fun but I’ve never done it.

Then doubt set in. Would I be the oldest person in the class? Would everyone else look like Barbie in Lulu? What do I wear? Can I handle it without throwing up?

The more questions popped into my mind, the more I thought about canceling. I dodged the business’ reminder phone calls. I didn’t confirm on their texts. I was 90% ready to hit the “unsubscribe to everything button” and then an email arrived.

It was friendly and upbeat. It answered all my questions and then some. (Minus the Barbie one.) And I’m going to the class. That email got me over my concerns without the embarrassment of having to raise them in the first place.

In your business content you need to do more than tell who you are and what problem you solve. That’s the beginning of the sales process. If you want to move people down that sales funnel, turning them into loyal customers, you need to address things that might be holding them back. You don’t do that by having a perky employee call and say, “let me know if you have any questions.” They won’t tell you. Instead, you need to anticipate those hesitations, address them ahead of time, and serve up the answers to them. If you do, they’ll not only be more likely to buy from you, but they’ll also see you as a business that “gets” them. And that’s the first step to building a loyal clientele.

Christina Metcalf is a writer/ghostwriter 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 loves road trips, hates exclamation points, and is currently flailing around outside of her comfort zone at a gym for twenty-somethings.

Medium: @christinametcalf

Facebook: @tellyourstorygetemtalking

Instagram: @christinametcalfauthor

LinkedIn: @christinagsmith



Dawn Murray
Executive Director

IMPORTANT ANNOUNCEMENTS

CHAMBER STAFF

Dawn Murray
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2024

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**2024
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**2024
Membership
Referral Program**

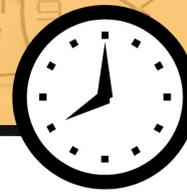
The Custer Chamber of Commerce has announced a new referral rewards program aimed at continuing to strengthen the organization.

The Referral Rewards program aims to reward members who play an active role in helping the Chamber grow its membership, understanding the importance in contributing to the greater Custer area and enhancing member businesses.

For every new Chamber member that a member organization refers, they will receive \$20 in Custer Cash. Upon referring 5 new Members, the Referring Member will receive \$250 in Custer cash or their membership FREE for one (1) year.

The new member must put the referring organization on their application, and must complete their membership obligations, including paying their membership dues in full.





ATTENTION!

SEASONAL HOURS NEEDED

SUMMER IS ALMOST HERE. PLEASE MAKE SURE TO SEND US YOUR HOURS AND DAYS OPEN FOR THE SEASON SO WE CAN UPDATE OUR INFORMATION.

**SEND INFORMATION TO:
BYTES@CUSTERSD.COM**

MONTH _____

3/21/24



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

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

MARK YOUR CALENDAR

April 11

Spring Fling

5pm-8pm

The Custer Beacon

April 18

Chamber Mixer

5pm-7pm

Lewis Realty

May 16

Chamber Mixer

5pm-7pm

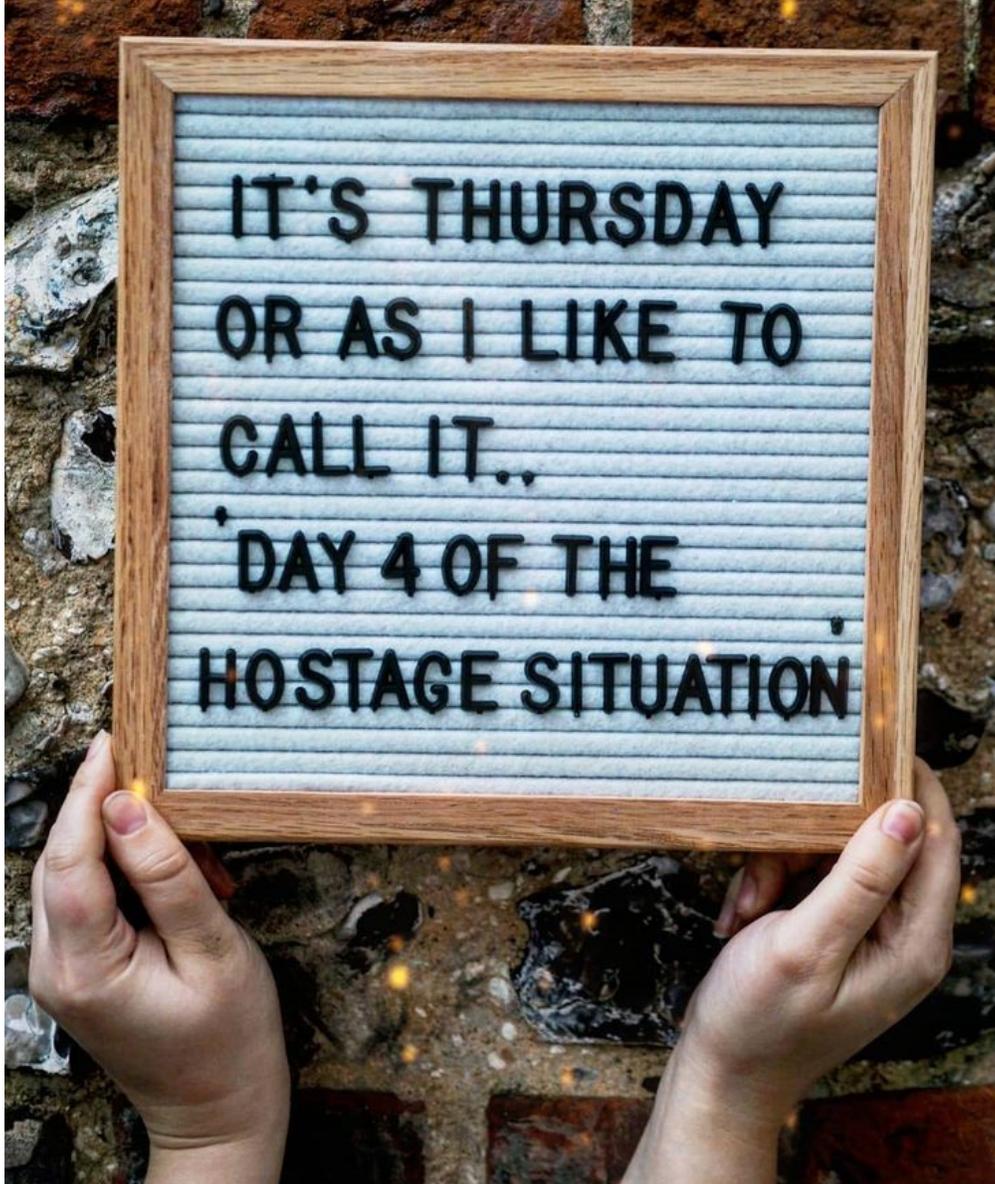
Custer's Last Stop

May 17-19

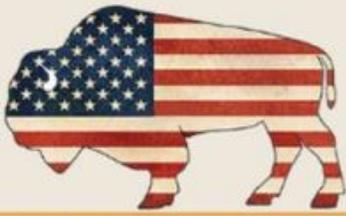
Tesla Sound of Silence Rally

WEEKLY HUMOR





CHAMBER HAPPENINGS



CUSTER
Chamber of Commerce

Chamber Mixer

Hosted By:



kw BLACK HILLS
KELLERWILLIAMS. REALTY

April 18th from 5 p.m. - 7 p.m.

Held at 14 Mt Rushmore Rd, Custer, SD

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

**We are
looking for
items to fill
the
registration**

Tesla Rally



Registration bags for the Tesla Rally participants



May 17-19

If your business has promotional items that you would like to have included please contact drop off at the Chamber

by May 13th



info@custersd.com

IDEAS

- self-care kit
- discount coupons
- drink koozies
- car items
- pens
- unique snacks
- bottled water

**other items that have
your business name**

The Custer Volunteer Fire Department has been providing excellent fireworks to our community for over 70 years!!!

This approximately 30-minute fireworks display, provided by the Custer Volunteer Fire Department, at no charge to spectators, costs around \$25,000 each year and is funded strictly by donations.

Many visitors to the Black Hills attend our fireworks display every year. We hear that our fireworks rival many much larger city's displays. We are so grateful that our little

volunteer fire department continues to provide this service for us and hope that you, like us, see the value in supporting them.

Please consider placing this poster and a donation bucket in your business this upcoming season.

Please contact the Chamber if you have any questions and/or to participate



**Support the Custer
Volunteer Fire
Department**



**DONATE TO THE
FIREWORKS HERE**



A poster for the Custer Volunteer Fire Department. The background is a night sky filled with vibrant red and orange fireworks. In the top left corner is the department's logo, a circular emblem with a Maltese cross. The cross contains a fire hydrant, a fire engine, and a fire helmet. Text around the logo includes 'CUSTER SO. DAK.', 'VOL.', 'SINCE 1879', and 'FIRE DEPT.'. The main title 'Support the Custer Volunteer Fire Department' is written in large, bold, red letters across the top. Below the title, a red rectangular box contains the text 'DONATE TO THE FIREWORKS HERE' in white, bold, uppercase letters. A large white arrow points from the bottom left towards the QR code, which is located in the bottom right corner of the poster.





2024 Chamber's Annual Spring Fling

**Thursday, April 11
at Custer Beacon**

5:00pm Social Hour

6:00pm Heavy Hors D'oevres

\$35 per person

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

Exciting news folks!!! This year, we are revamping the
Gold Discovery Days logo and want your help!

We will be accepting designs thru email,



bytes@custersd.com, or by dropping it off to the Custer Chamber of Commerce by May 1st. When you start your design, keep in mind it should include a 3 -4 color scheme and it can be hand drawn or done digitally. We look forward to all the wonderful ideas that will be flooding in!

This new logo will be used on all marketing material including the 2024 Gold Discovery Days event shirt.

All submitted logos become the property of the Gold Discovery Days committee and the Custer Chamber.



MEMBER SPOTLIGHT



WELCOME NEW MEMBERS!

J&M Lawn Care LLC
T&M Concrete Construction
Black Hills Sauce & Dough Co.
Plenty Star Ranch Retreat
Carr Electric Co, LLC
Vibin' Vocals Karaoke Entertainment
Aspen Federal Credit Union
Sturgis Mustang Rally
Early Learner Custer
Sow Native/Wild Ones
Custer Care and Rehabilitation Center
Game On! LLC
Red Sands Ridge
Black Hills Realty

Custer Piecemakers Quilt Guild
All Net Connections
Grooming by Brenna

Grooming by Brenna
Gold Valley Camp
Black Hills Candles
Black Hills Family Vacations
Hillcrest HVAC and Appliance Pros
Reed's Chimney Sweeping, Handyman & Caretaking
Jubilee J Photography
Willow Creek Child Care
Broken Boot Dispensary
Growing Roots, Inc
Homestead Carpet Care
Lenny Merriam CPA, CFE, PLLC

AREA EVENTS



South Dakota Enhanced Conceal Carry Class

This is a One day Class

Saturday April 6th 2024 9:00am to 4:30pm

The Enhanced Permit allows you carry in 38 states including MN, NE, WI, NV, NH, WA, and SC

Class size is limited so register early.

For additional information or to register for the class you can e-mail the instructor at echo.ft.sd@gmail.com,

call the shop at 605-673-3222 or e-mail us southernhillstactical@gwtc.net



MONTHLY BREAKFAST

1ST Saturday of Every Month



Saturday, April 6th - 9:00 AM

Laughing Water Restaurant

Crazy Horse Memorial



***It's An Election Year.
Support Democracy.***

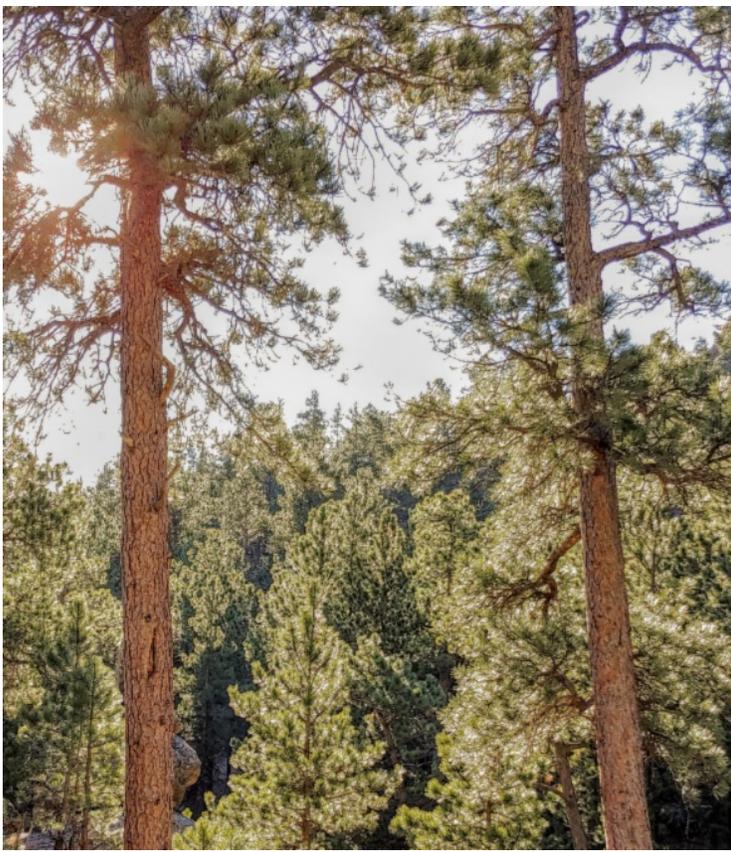


Email: ccsddp21info@gmail.com

PO Box 5065 Custer, SD 57730

 Facebook:

[@custercountydemocratsofsouthdakota](https://www.facebook.com/custercountydemocratsofsouthdakota)



**Custer County
Historical Society**

&

**1881 Courthouse Museum
present:**

**Kenneth Hargens:
Preserving Family Legacy
and Historic Tales**

**Saturday, April 6th
2:30pm**

Pine Room / Custer County Library

4/4/24

Donate Blood American Legion Post 46 **Donate Blood**
Be the One – Help Save a Life

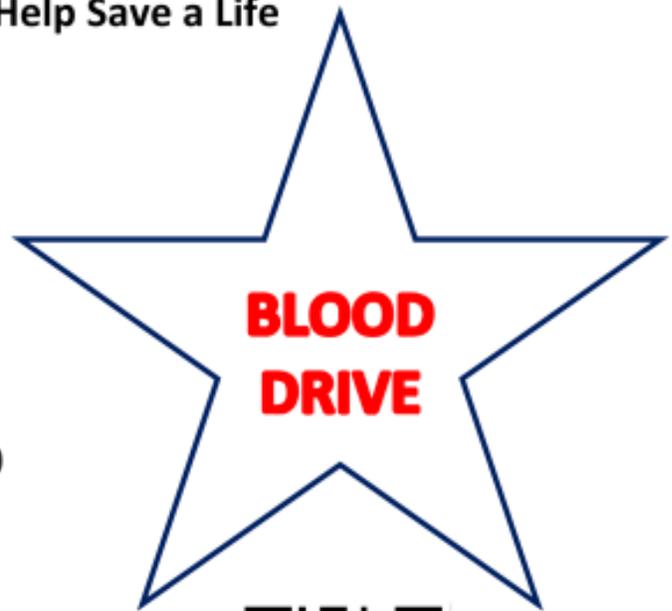
Thursday, April 11th, 2024

9:30 a.m. – 5:00 p.m.

@

Custer City Masonic Lodge #66

220 N. 6th St., Custer, SD 57730



Scan this QR Code to schedule a donation time >>>>>



Contact Legionnaire, Jeff Cathcart, at 919-200-1809 if you have any questions. Jeff will also be happy to schedule your donation time for you.

About The American Legion:

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

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





South Dakota Enhanced Conceal Carry Class

This is a One day Class

Saturday April 13th 2024 9:00am to 4:30pm

The Enhanced Permit allows you carry in 38 states including
MN, NE, WI, NV, NH, WA, and SC

Class size is limited so register early.

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

605-673-3222 or e-mail at

southernhillstactical@gwtc.net



MONTHLY MEETING

3rd Thursday of the Month

Thursday, April 18th - 6:00 PM

Custer County Library - Pine Room

***Support Democracy
It's An Election Year!***



Scan To Support!

Email: ccsddp21info@gmail.com

PO Box 5065 Custer, SD 57730

 Facebook:

@custercountymocratsouthdakota



CLUB OF THE SOUTHERN BLACK HILLS

Join us on April 19, 2024

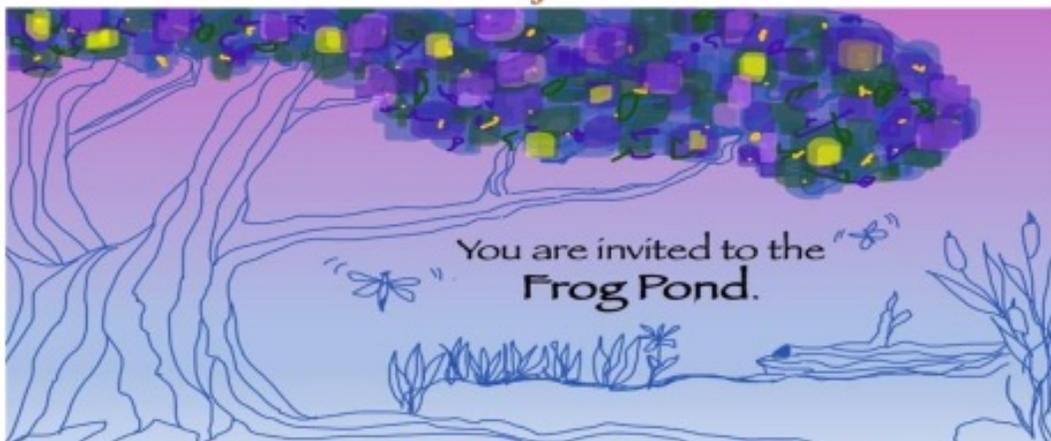
6-8pm at the Trailhouse 148 Gordon St. Custer, SD

For an evening of refreshments, music, and shared purpose.

If you are interested in our motto:

Building a Better World for Women and Girls

Come join us!



Enjoy Storytelling & Music from The Frog Pond

Created & Performed by Cory Tomovick

**Zonta Area One Meeting, hosted by the Zonta Club of the Southern Black Hills,
includes Zonta clubs in Montana, South Dakota, and Wyoming.**

Directions to the Trailhouse

South on Hwy 385, turn left at Gordon St., immediate right to Trailhouse parking lot.

(Shoes are removed in the entry at the Trailhouse. Bring socks or slippers!)

**BUILD A BETTER WORLD
FOR WOMEN AND GIRLS**

4/4/24

LEWIS REALTY'S ANNUAL

REAL ESTATE DAY

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 25th - 11am - 1pm
14 W Mt. Rushmore Road in Custer

4/4/24



SOUTH DAKOTA STATE





ENERGIZE!

Exploring Innovative Rural Communities Conference

May 22-23, 2024
Hot Springs, SD

**Early registration \$95
before April 1**

Register early for a chance to win a soak pass from
Moccasin Springs Natural Mineral Springs/Spa

After April 1 price increases to \$115

**Registration Deadline:
Tuesday, May 14, 2024**

Register at:
extension.sdstate.edu/event/energize-2024



KEYNOTE SPEAKER

Michael Perry



Courtesy: Lee Butterworth Photography

Michael Perry, an accidental *New York Times* bestselling author, humorist, singer/songwriter, amateur snow plow driver, and playwright from New Auburn, Wisconsin. He also produces the popular audio newsletter "Michael Perry's Voice Mail."

BREAK OUT SESSION TRACKS

- » Arts & Culture in Your Community
- » Funding for Community Projects
- » Meeting Community Needs
- » Attracting & Retaining Residents
- » Voices of the Next Generation: Young Entrepreneurs in South Dakota

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Learn more at extension.sdstate.edu.

MC-03238-04

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We're seeking volunteers!
Trail Sweeps • Drivers • Aid Station Helpers
if your organization is interested, contact us:



JUNE 15, 2024



Bike it like you mean it!

George S. Mickelson Trail

109 Miles • 1 Day

1/2 Century Ride: 49 miles

MickelsonTrailAffiliates.com

4/4/24

ANNOUNCEMENTS





MOCCASIN SPRINGS

NATURAL MINERAL SPA

HOT SPRINGS, SD



**SIX
POOLS**

TEMPS RANGING
80°-105°

SPA & MASSAGE THERAPY
YOGA • 3-IN-1 SAUNA • SALT ROOM

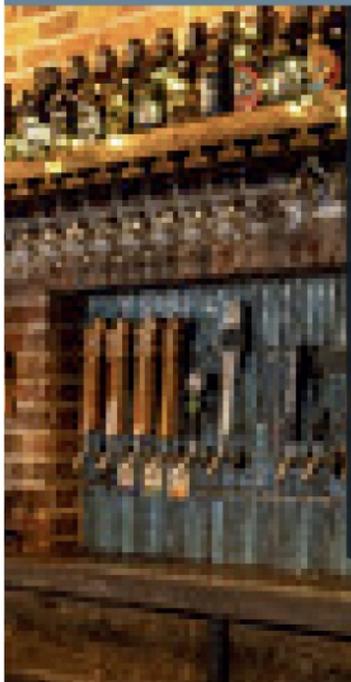
OPEN YEAR ROUND

605-745-7625

WWW.MOCCASINSPRINGS.COM



The Merc Taproom offers Delicious
Food, Scobi Kombucha, Local Craft
Beers, SoDak made products,
Grab N Go Food Options,
and Merchandise







605

Property Services



605 property services offers comprehensive landscaping and lawn care solutions to residential and commercial clients in custer, hill city, keystone, hot springs, and the surrounding areas.

with focus on delivering exceptional customer service satisfaction, 605 property services provides professional gravel hauling, stump grinding, and other property enhancement services in the region. for all your outdoor space needs trust us to provide top-notch landscaping, lawn mowing, and ground maintenance.



Call Today To Schedule A
Free Estimate

(605) 846-5442

4/4/24



We Want You!!!



BUILDING A BETTER WORLD FOR WOMEN AND GIRLS

It seems we have been so busy carrying out activities to build a better world for women and girls that we have forgotten to increase our numbers.

We are now looking for you to join our club in whatever way is best for YOU

MEETINGS:

2nd & 4th Tuesdays of each month; 1:00 p.m.

*Custer County Library in Custer

*Zoom access

*can't attend meetings? not a problem-your talents can be used for projects

*prefer to support with finances only? we can do that, too!

Our Southern Hills Club is a member of Zonta International. This 100+ year old organization is devoted to local and international projects to build a better world for women and girls.

Our local activities have included:

*Celebrating the talents of women during Zonta Fest

* Providing a Business Directory/Planner for Southern Black Hills

* Scholarships to high school seniors and to non-traditional students

* Raising Service Dollars to support groups such as YMCA Day Care, WEAVE, Library, & School Activities that demonstrate ways women and girls will be promoted.

* Activities to recognize the contributions of female professions in the area.

* Being an advocacy group for legislation that protects women

* Getting together to support one another

Ways to Join Us:

(Yearly membership)

Amelia Earhart Level: \$200.00

Standard Membership Level: \$150.00

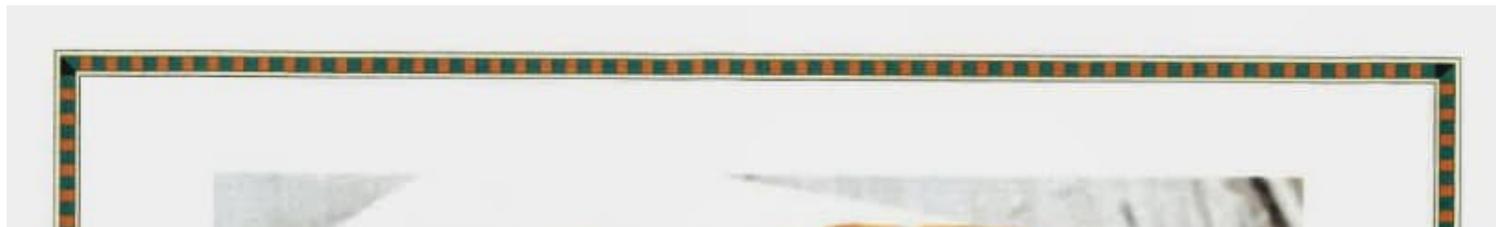
<31 year old, Std. Membership: \$75.00

Friends of Zonta: \$50.00

NAME: _____ Phone: _____

ADDRESS: _____

You can contact the Zontian that gave you this form or send the completed form to:
Zonta of the Southern Black Hills, P.O. Box 28, Custer, SD 57730





**CINNAMON ROLLS SALE
CUSTER SENIOR CENTER**

**EACH FRIDAY THROUGH APRIL
APRIL 5TH, APRIL 12TH, APRIL 19TH &
APRIL 26TH**

**CARAMEL NUT - \$4
CARAMEL WITHOUT NUTS - \$3.50
FROSTED - \$2.50
PLAIN - \$2.50**

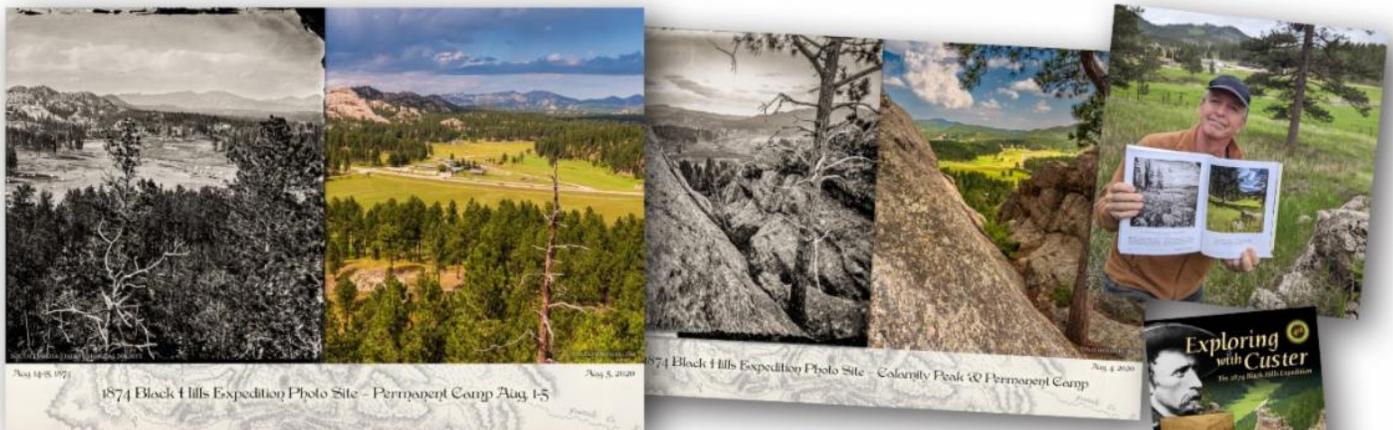
**ADVANCED ORDERS ARE ENCOURAGE - CALL THE SR. CENTER BY
THURSDAY NOON TO ORDER - 605-673-2708
OR STOP BY ON FRIDAY
538 MT. RUSHMORE ROAD, CUSTER**

**150th Anniversary Commemoration
1874 Custer Expedition
and Start of the Black Hills Gold Rush**

Sponsorship Opportunity

In 1874 the Custer Expedition explored the Black Hills and found gold along French Creek, igniting the Black Hills Gold Rush. Recognizing the importance of these events and changes they brought, the Custer County Historical Society and the Case Library for Western Historical Studies are sponsoring a 150th Anniversary Commemoration on **Sunday, July 21, 2024** (during Gold Discovery Days) at the historic 1874 camp site three miles east of Custer, SD. This **free event** will feature presentations, demonstrations and self-guided tours. Sponsorship proceeds will cover planned visitor opportunities such as reenactors, Native American displays, 7th Cavalry-style musicians, a historic photography demonstration, gold panning, kids' activities and other costs. **Donations benefit the Custer County Historical Society's 1881 Courthouse Museum and the Case Library for Western Historical Studies scholarship fund at BHSU.**

Top sponsors qualify for a personally-guided tour donated by author Paul Horsted plus books, artwork and more. Details are at this link bit.ly/4c0XdQc or use QR code. Your donation of any size is appreciated!



For information contact Paul Horsted at 605-673-3685 or email horsted@gwtc.net. To donate by credit card, use the links above or contact Paul. Or send a check payable to Custer County Historical Society, P.O. Box 826, Custer, SD 57730. Please mark your check "1874-2024 Commemoration" and include your mailing address and contact info.

Send Paul an email.

KIDS FAIR



Youth & Family
Services™

APRIL 6-7

VOLUNTEER!

Use your time to support kids and families in our community.

Volunteers are needed to help with:

- ★ Ticket sales
- ★ Line control
- ★ Staffing attractions
- ★ Face painting
- ★ Monitoring doors
- ★ And more!

Volunteers need only be 13 years or older. To learn more or to sign up today, contact YFS at (605) 342-4195 or scan the code to sign up online.

www.YouthAndFamilyServices.org

Proceeds from Kids Fair are used to support YFS programs.



3/28/24

SOCIAL MEDIA

SOCIAL MEDIA is time consuming. *We can help!*

Social Media Management, Branding,
Content Creation, Digital Marketing,
Commercial Photography Services
specializing in hospitality, recreation, & tourism

Green Owl Media & Photography



**NOW ONBOARDING
NEW CLIENTS!**

Ann Cunningham
605.440.2400
Green.Owl@goldenwest.net



3/28/24



CALLING ALL GOLFERS

A promotional flyer for a golf tournament. The top half features a green background with a large white 'GOLF' text and 'Tournament' in a cursive font. A golf ball is shown with the text 'Registration open now!' written on it. Below this, a circular inset shows a golfer in mid-swing. The bottom half has a dark green background with white text and icons. A white silhouette of a golfer is on the right. A white circle contains the text 'JOIN US!'.

GOLF
Tournament

Registration open now!

Get ready to tee off at our first annual Golf Tournament!

Join us for a day of fun and friendly competition on the greens as we raise funds for our newly re-opened facility.

 **SATURDAY JUNE 1, 2024**

 **ROCKY KNOLLS GOLF COURSE
CUSTER, SD 57730**

JOIN US!



308-529-2514



mbarta@custercareandrehab.com

Custer Care and Rehab Center is excited to announce their first annual golf tournament!

Registration is now O P E N.

The Details

When: Saturday June 1, 2024

Where: Rocky Knolls Golf Course

Time: 9:00 a.m. start
What: 18-hole 4 man scramble.
Cost: \$500 team entry fee, covers course + cart fees and meal.
Teams: 18 team limit, separated into two flights.

Interested in becoming a sponsor or volunteer? Reach out to Madison for more opportunities.

Round up your team and reach out to Madison to get registered before spots fill up!

Stay Tuned for more exciting “day of” details to come!

See you on the course!

3/21/24

NEWS FROM THE STATE

TRAVEL
South Dakota





Just a reminder, Tourism Partners –

The FY25 application window for the **TAP (Tourism Advertising Promotion) Grant** program opened Tuesday, April 2, and will remain open through Tuesday, April 30. The application is an online form available at SDVisit.com/TAP. FY25 grant recipients will be notified mid-May, with funds being distributed July 1-30.

Please take the time to learn more at SDVisit.com/TAP. You can find out whether or not your entity may qualify and what you need to include with your application.

If you have questions about the program, please contact **Jacey Ellsworth** at Jacey.Ellsworth@TravelSouthDakota.com or 605-295-3077.

All our best,

Jim and Team





WEBINAR RECAP: FOREVER 605

Thank you for joining us Tuesday, April 2, for Travel South Dakota's **Forever 605** stewardship campaign webinar. If you missed the webinar or want to watch it again, you can find a recording at SDVisit.com, along with a copy of the slide deck (they're also linked, below). If you have any follow-up questions, please contact [Mike Gussiaas](#), [Calvin Bloemendaal](#), or [Erin Weinzettel](#). More information is also available at SDVisit.com/Forever-605.

[PRESENTATION LINK >>](#)
[VIEW RECORDING >>](#)

PRESS RELEASE



****FOR IMMEDIATE RELEASE****

South Dakota Hall of Fame Receives \$10,000 Grant from Mary Chilton DAR Foundation

CHAMBERLAIN, S.D. – The South Dakota Hall of Fame is thrilled to announce that it has been awarded a \$10,000 grant from the Mary Chilton DAR Foundation. This generous grant will support the South Dakota Hall of Fame's upcoming project, which aims to create a cultural exhibit celebrating the heritage of the Lakota, Dakota, and Nakota people - The Nine Native Nations of South Dakota.

The National Society of Daughters of the American Revolution (NSDAR) was founded by women in 1890 for historical, educational, and patriotic purposes. The Mary Chilton Chapter, located in Sioux Falls, SD, was chartered in 1915 and

incorporated in 1957. DAR efforts are directed towards perpetuating the memory and spirit of those who achieved American independence, cherishing, and maintaining American freedom, fostering patriotism, and aiding in securing the blessings of liberty for all.

The South Dakota Hall of Fame's project aligns closely with DAR's mission by cherishing and preserving the cultural heritage of Native Americans. Through engaging displays and collaborative partnerships with tribal communities, the exhibit will showcase the diverse histories, traditions, and contemporary significance of the Nine Native Nations of South Dakota. By promoting inclusivity, education, and the preservation of the Lakota language, the project aims to foster cultural understanding and appreciation among visitors.

"This grant from the Mary Chilton DAR Foundation is a testament to their commitment to supporting projects that honor and preserve our cultural heritage," said Laurie Becvar, South Dakota Hall of Fame's CEO. "We are deeply grateful for their generosity and excited to bring this important exhibit to life."

The South Dakota Hall of Fame expresses its sincere appreciation to the Mary Chilton DAR Foundation for their contribution to this meaningful project.

For more information about the South Dakota Hall of Fame and its upcoming projects, visit sdhalloffame.org.

FOR MORE INFORMATION

Laurie Becvar, Ed.D., M.A.
CEO, South Dakota Hall of Fame
605-234-4216
lbecvar@sdhalloffame.org

ABOUT THE SOUTH DAKOTA HALL OF FAME

The South Dakota Hall of Fame is a 501c3 nonprofit organization dedicated to honoring, preserving, and promoting the rich history and heritage of South Dakota. Through exhibits, educational programs, and community outreach initiatives, the SD Hall of Fame celebrates the achievements and contributions of individuals who have made a significant impact on the state. For further information, please visit sdhalloffame.org.

3/21/24



-FOR IMMEDIATE RELEASE-

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BHFCU Awards \$20,000 in Scholarships to High School Seniors

RAPID CITY, S.D., March 20, 2024 – Each year, Black Hills Federal Credit Union (BHFCU) celebrates the accomplishments of high school seniors with \$20,000 worth of scholarships. Over the past two decades, BHFCU has awarded aid to more than 130 local students through the VIBZ Scholarship Program.

This year's application call drew an impressive pool of applicants, but these ten students rose to the top. Each student will receive \$2,000 for their first year of higher education. Demonstrating outstanding commitment, leadership, community service, and academic achievement, please join BHFCU in celebrating these outstanding students.

Owen P. Roman S.

Rapid City Stevens High School Rapid City Stevens High School
University of South Dakota: University of Washington:
Medical Biology Computer Science

Tate C. Robin T.

Rapid City Stevens High School Rapid City Stevens High School
Northern State University: Black Hills State University:
Business Art & Music

Karina N. Maria E.

Hot Springs High School Spearfish High School
Chadron State College: South Dakota State University:
Legal Studies Animal Science/Pre-Vet

Abigail K. Alana G.

T.F. Riggs High School Douglas High School
University of Nebraska Kearney: University of South Dakota:
Pre-Chiropractic Pre-Medicine

Daniel J. Bailey C.

Homeschool Custer High School
Dakota Wesleyan University: Grand Canyon University:
Athletic Training Nutrition & Dietetics

BHFCU supports community needs through corporate donations, employee fundraisers, and contributions from community supporters to the Black Hills FCU Charitable Fund, a 501(c)(3) nonprofit organization.
About Black Hills Federal Credit Union

Established in Rapid City in 1941, Black Hills Federal Credit Union is a member-owned, not-for-profit financial cooperative serving more than 105,000 members. The community-chartered credit union has locations in Rapid City, Custer, Eagle Butte, Hot Springs, Pierre, Sioux Falls, Spearfish, Sturgis, and Wall, South Dakota, and Billings, Montana. For more information, visit bhfcu.com.

3/21/24



Forest Service
U.S. DEPARTMENT OF AGRICULTURE

Educator's Workshop Slated for April 26-28





Custer Senior Center

April Activities



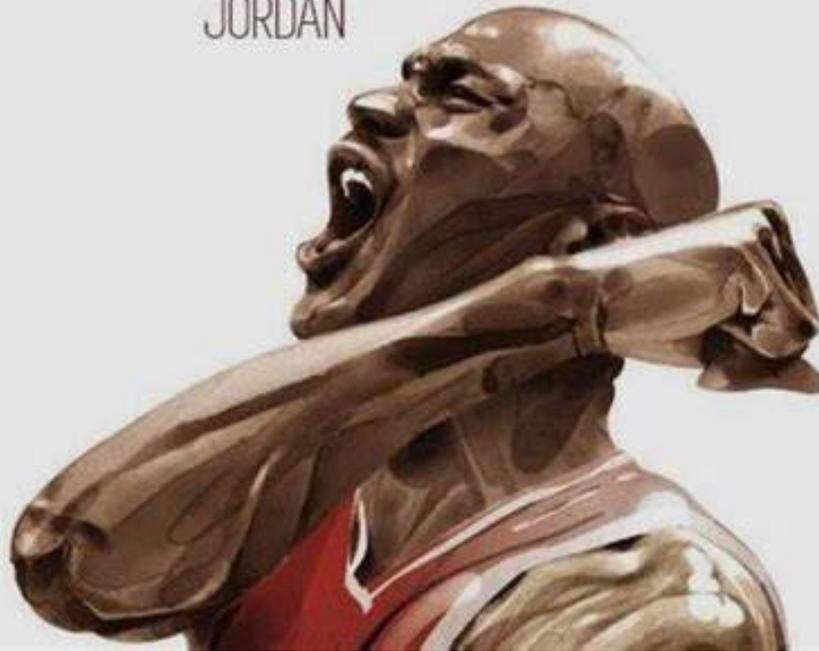
[Click here to Check out the Custer School District Information](#)

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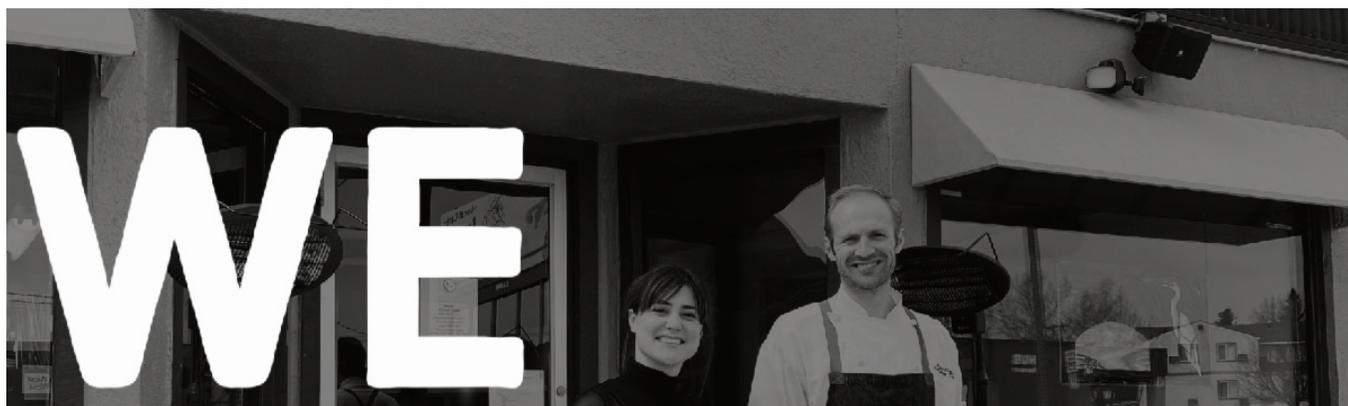
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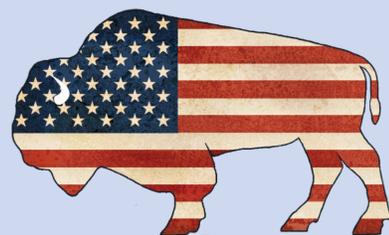
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