



# Buffalo Bytes



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# CUSTER CONNECTIONS

## Transform Your Workspace for Productivity and Success

If you're like me, creating the right office space is something you embark on every time you're procrastinating. It can be a time suck or a filler. But investing time in establishing the right work space can improve your productivity, creativity, and organization, as well as make you more successful. Whether you believe in Feng Shui or not, you can transform your workspace into a harmonious and productive haven that will help you achieve more in the time it takes to watch your favorite TV show.

### What Is Office Feng Shui?

Before you roll your eyes, hold on a moment. Office Feng Shui emphasizes the importance of balance and energy flow. Even if you find this hard to believe, there are plenty of studies that have been done about organization and its impact on productivity. *Clutter also impacts our stress and anxiety* levels so this alone is a great reason to give an office revamp some thought.

Office Feng Shui focuses on creating a harmonious and balanced environment within a workplace to enhance well-being, creativity, and overall success. The term "Feng Shui" translates to "wind-water" in English, symbolizing the flow of energy and the importance of balance in the natural elements. By applying these principles to an office setting, small business owners and employees can create a positive and supportive atmosphere that fosters productivity and success.

### Feng Shui Tips for a Better Work Environment

While you may not be ready for a *Bagua Map* and other tools involved in Feng Shui, you can use beginner techniques to impact your productivity.

#### Declutter for Success

Clearing clutter in an office can have several positive effects on mental well-being and work including:

- **Improved Focus and Productivity.** Clutter can be distracting and overwhelming, making it difficult to concentrate on tasks.
- **Reduced Stress.** A clutter-free environment contributes to a sense of order and control, reducing stress. It can also create a more calming atmosphere, positively impacting mental well-being.
- **Increased Efficiency.** Knowing where everything is and having easy access to essential items can streamline work processes, saving time and increasing overall efficiency.
- **Professional Image.** A tidy office space conveys professionalism and attention to detail. It can make a positive impression on clients, colleagues, and visitors.

### Quick Ways to Declutter While Multi-tasking

Most people will tell you multi-tasking is a bad idea. But if you've put off decluttering because you don't have time, consider that you can do it while doing other things such as watching TV or listening to music, your favorite podcast, or an audiobook. Here are 8 steps to get it done quickly:

1. **Set Clear Goals.** Define the purpose of your workspace and identify what items are essential. This will guide you in determining what to keep and what to remove.
2. **Sort and Categorize.** Group similar items together. This helps you identify duplicates and ensures that everything has its designated place.
3. **Use Storage Solutions.** Buy organizational tools like shelves, filing cabinets, and desk organizers to maximize space and keep things in order. There are many attractive organizational options these days including wicker file cabinets and decorative boxes.
4. **Digitize Documents.** Reduce paper clutter by digitizing documents. It saves physical space and makes it easier to locate and manage files.
5. **Declutter Regularly.** Make decluttering a routine. Regularly assess your workspace and remove items that are no longer needed to prevent accumulating unnecessary stuff.

6. **Prioritize.** Identify the most important and frequently used things in your workspace. Keep these within easy

6. **1. Prioritize.** Identify the most important and frequently used things in your workspace. Keep these within easy reach. Archive or store less frequently used (or bulk) items.

7. **Personalize Thoughtfully.** Personal touches can make an office feel comfortable, but don't overdo it. Choose a few items to personalize your space that don't get in the way of working.

8. **Create Designated Areas.** Designate specific areas for different activities, such as a focused work area, a space for collaboration, and a storage area. This helps maintain organization and workflow.

## Choose Colors Wisely

Colors have psychological effects. They can influence mood and productivity. Align your color choice with the nature of your business, the desired atmosphere, and whether you bring others into the space. *Learn more about the psychology behind color.*

## Incorporate Natural Elements

Bringing nature indoors can *boost morale and productivity* according to a study featured in the Harvard Business Review. You can accomplish this easily by adding plants, opening curtains to bring in natural light, or even purchasing a small indoor water feature.

## Personalize Your Workspace

Infuse your personality into your workspace. (Papa Smurf sits upon my desk holding a pen. He makes me smile, ties into what I do for a living, and reminds me of Hemingway.) Add artwork, motivational quotes, or unique decor items to boost morale and create a more enjoyable work environment.

## Arrange Your Furniture in a Mindful Way

Arrange furniture to *create a harmonious flow* and maximize comfort. After all, you probably spend a lot of time in your office. Use comfortable pieces to enhance collaboration, communication, and overall efficiency.

By making simple changes to your workspace, you can create an environment that supports your business goals and fosters a positive and balanced work atmosphere. Best of all, you'll create a space you enjoy.

*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 needs to take her own advice in this article.*

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Facebook: @tellyourstorygetemtalking

Instagram: @christinametcalfauthor

LinkedIn: @christinagsmith



Dawn Murray  
Executive Director

# IMPORTANT ANNOUNCEMENTS

**CHAMBER STAFF**

Dawn Murray

Executive Director

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2024

Board Of Directors

Amy Bailey - President

Craig Reindl - Vice President

Michelle Fischer - Treasurer

Amanda Allcock

Bobbi Schmidt

Carrie Moore

Corey Virtue

John Stahl

Miranda Boggs

Julie Jenniges - City Liaison

# COMMUNITY MEETING

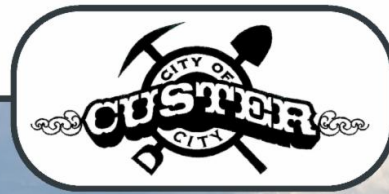
Come hear survey results and give your feedback on the  
**Harbach Park Phase 3 Design**

**Thursday, February 8th at 6pm**

At the Pine Room, Custer County Library Annex

**Come share your great ideas!**

Everyone welcome!



Online attendance  
option on City website  
day of the meeting!





Chris Jennings - City Liaison

Mark Naugle - School Liaison

Lydia Austin - CSP Liaison

Jessica Noteboom - BID Board Liaison

# COMMUNITY MEETING



YOU ARE INVITED TO A PUBLIC WORKSHOP ON THE  
**CONCEPTUAL DESIGN OF THE CUSTER COMMUNITY CAMPUS**

**TUESDAY, FEBRUARY 13TH AT 6PM**

AT THE PINE ROOM, CUSTER COUNTY LIBRARY ANNEX

PLEASE JOIN US AS WE FOCUS ON THE RECREATION CENTER  
COMPONENT! **EVERYONE WELCOME!**

\*ONLINE ATTENDANCE OPTION ON CITY WEBSITE DAY OF THE MEETING!



To have things added to Buffalo Bytes, please send to Andrea: [bytes@custersd.com](mailto: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

### February 15

Chamber Mixer

5pm-7pm

Gold Pan

hosted by: Starr Insurance/Western Skies Real Estate/ 21 Electric

### February 16 March 1

# February 26-March 2

Restaurant Week

Custer, SD

## March 2

Trade Show

9am-3pm

Custer High School

## March 21

Chamber Mixer

5pm-7pm

Garland Goff Law Office

## WEEKLY HUMOR



"Please don't ask me to remind you  
to do anything else for awhile."

# CHAMBER HAPPENINGS

## VENDORS WANTED

Custer Trade Show

March 2nd,  
2024  
9am - 3pm

Custer High School  
~1645 Wildcat Lane



[Printable Registration Form](#)

2/1/24

## MEMBER SPOTLIGHT



# WELCOME

## NEW MEMBERS!

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  
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

## WEEKLY MEMBER SPOTLIGHT

This week's member spotlight features our new member *Game On Videogame Truck*. Game On is a dynamic and family-owned video game truck nestled in the heart of the picturesque Black Hills of South Dakota. As a small but passionate enterprise, their mission is to deliver the thrill of both modern and retro gaming experiences directly to the doorsteps of our community's celebrations, be it birthday parties, special events, corporate gatherings and much more. We have crafted a unique and immersive gaming haven on wheels. Their mobile setup not only brings entertainment directly to you but also adds a touch of convenience to your festivities. At Game On, they understand the value of time and the importance of creating unforgettable memories. They can seamlessly integrate into your events, ensuring a hassle-free and enjoyable experience for all.

*They are not just about gaming; they are about creating moments of joy and a connection that lasts a lifetime.*





# Member Spotlight

## Game-On!-LLC



Phone: 605-646-2450  
Email: [gameoncuster@gmail.com](mailto:gameoncuster@gmail.com)

## AREA EVENTS







# BIBLICAL CITIZENSHIP

IN MODERN AMERICA

**IT'S TIME TO  
TAKE A STAND!**

Throughout our history, American churches have played a vital role in the preservation of liberty. In this time of crisis, where we see our freedoms under attack like never before, we are calling on every Biblical Christian in America to step up and join us in defending liberty.

**Know your Religious  
Liberties**

**Gain more Constitutional  
Knowledge**

**Learn Tangible Action Steps  
for Preserving Liberty**

**Be entertained, inspired,  
and educated**

**Learn the Biblical, Historical,  
and Constitutional  
Foundation of Freedom**



**SIGN UP TODAY TO ATTEND BIBLICAL  
CITIZENSHIP IN MODERN AMERICA!**

**[BiblicalCitizens.com](http://BiblicalCitizens.com)**

**BIBLICAL CITIZENSHIP CLASS - FREE!!**

**From the Patriot Academy**

**PLEASE REGISTER at:**

**[www.patriotacademy.com/coach/register/7509](http://www.patriotacademy.com/coach/register/7509)**

**WHERE: Mountainview Baptist Church**

**12230 Aviation Way, Custer, SD**

**WHEN: Eight Sessions beginning February 5th  
(February 5, 12, 19, 26 & March 4, 11, 18, 25)**

**TIME: 6:00 – 8:30 pm**

**Get Registered**



**Cinnamon Rolls are  
back at the Custer  
Senior Center!!!!!!**



**Caramel w/nuts \$4.  
or w/o nuts \$3.50  
Frosted & Plain \$2.50**

**Every Friday  
February 2nd, 9th, 16th & 23rd**

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

**9AM UNTIL THEY'RE GONE!**

**Advance Orders by Wednesday  
at Noon are Recommended.**

**Call 605-673-2708**



# BE THE ONE

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

**Thursday, February 8<sup>th</sup>, 2024**  
**9:30 a.m. – 5:00 p.m.**

**Custer City Masonic Lodge #66**  
**220 N. 6<sup>th</sup> 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](mailto:adjutant@custerlegion46.org). We are **Veterans Strengthening America!**

*The Most Patriotic*



# The Most Romantic Valentine's Event in the Hills.

## LOVE ON ALL LEVELS

Experience a romantic stroll with your loved one, illuminated by the warm glow of candles throughout the enchanting passages of **Rushmore Cave**.

Enjoy 4 delicious food & wine pairings in each of 4 rooms of the cave while being serenaded by live musicians. This is truly a one-of-kind experience.

Ticket also includes:

- Zipride for 2 under the stars
- Gunslinger 7D Interactive Movie/Ride for 2
- Couples Moonlight Mountain Coaster Ride

Food by Powder House Restaurant • Wine by Firehouse Winery

## Feb. 9 & 10

Friday, Feb. 9th 6pm-10pm & Saturday, Feb. 10th 5pm-9pm

LIMITED TICKETS AVAILABLE - GET YOURS TODAY!



[www.RushMtn.com](http://www.RushMtn.com)

**RUSH MOUNTAIN ADVENTURE PARK**

5 miles East of Keystone on Hwy 40 • 13622 Hwy 40 Keystone, SD 57751







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

**This Is A One Day Class**

**Saturday February 10th, 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 email the instructor at **[echo.ft.sd@gmail.com](mailto:echo.ft.sd@gmail.com)**

Or call the shop at 605-673-3222 or email us **[southernhillstactical@gwtc.net](mailto:southernhillstactical@gwtc.net)**



## **New schedule 2024**

Monthly meetings will be the 3<sup>rd</sup>  
Thursday of the month at noon.

### **February 2024**

### **Monthly Meeting**



Thursday, February 15<sup>th</sup>, 2024  
12:00pm



**Bring a lunch and join us each month!**

Custer County Library - *Pine Room*  
447 Crook St

2/8/24





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

**This Is A One Day Class**

**Saturday February 17th, 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](http://www.sodakian.com)**

Or contact us at 605-673-3222 or by e-mail at  
**[southernhillstactical@gwtc.net](mailto:southernhillstactical@gwtc.net)**



## FEBRUARY 17 & 18 | ALL-DAY LONG!

Enjoy two days of all-day fun that includes live music, outdoor firepits, a mulled wine, spiked & non-spiked hot cocoa bar, outdoor games, touch-a-firetruck for the kids, Craft Beer & Bingo, specialty food tent and so much more! It's free and open to everyone! *Dress warm for outdoor activities!*

### SATURDAY ACTIVITIES:

- |              |   |
|--------------|---|
| 10 AM - 5 PM | Pop Up Shopping Event with the Love of Craft, The Sour, & more! |
| 12 - 5 PM    | Winter Festival Food Tent at Miner Brewing Co.                  |
| 12 - 3 PM    | Miner Mutt Dash <i>Sponsored by Bar K-9</i>                     |
| 4 PM         | Live Music at Miner Brewing Co. <i>The Two Tracks</i>           |

### SUNDAY ACTIVITIES:

- |              |   |
|--------------|---|
| 12 - 5 PM    | Winter Festival Food Tent at Miner Brewing Co.                      |
| 12 - 1:30 PM | Craft Beer & Bingo <i>Proceeds benefit the Hill City Fire Dept.</i> |
| 2 - 4 PM     | Touch-A- Truck <i>Hill City Fire Dept</i>                           |
| TBD          | Cookie Decorating Class or Wine & Cheese Class                      |
| 4 PM         | Live Music at Miner Brewing Co. <i>Harbor and Home</i>              |

**BAR K-9**



**DOG PARK AND BAR**

Details at [prairieberry.com/all-events](https://prairieberry.com/all-events)



PRAIRIE BERRY LLC | HILL CITY, SD



# girls out



BLACK HILLS  
PARKS &  
FORESTS  
ASSOCIATION

JEWEL CAVE NATIONAL  
MONUMENT VISITOR CENTER, SD



MadHippie



## SATURDAY, MARCH 9<sup>th</sup>

9:30 am - 2:30 pm

**LET'S GET WOMEN AND GIRLS OUTSIDE,  
"CHOOSE YOUR OWN JEWEL CAVE ADVENTURE!"**

Choosing your adventure means that you can hike by yourself, with your friends, or join one of the meetup options. In addition to surface hikes, we are also offering a FREE Scenic Cave Tour with a Jewel Cave ranger.

FOR MORE INFORMATION  
& REGISTRATION

(SPOTS FOR THE  
SCENIC TOUR ARE LIMITED)



Questions? Contact [Andrea.afountain@shejumps.org](mailto:Andrea.afountain@shejumps.org)

605|745|7020  
[BLACKHILLSPARKS.ORG](http://BLACKHILLSPARKS.ORG)

### ADVENTURE OPTIONS

#### ALL AGES WELCOME

**SCENIC CAVE TOUR:** 10:20 am - An exclusive FREE tour just for Get the Girl Out participants! To go in the cave you must be on a guided tour. Please reserve your spot in the checkout process. If you are interested in other tour availabilities please visit [Recreation.gov](http://Recreation.gov).

**ROOF TRAIL:** Hike along this short loop and enjoy the story of Baxter the Bat.

**CANYONS TRAIL:** Meet up group at 12 pm - This is a loop trail that explores Lithograph and Hell Canyon.

**HELL CANYON:** Meet up group at 10 am - A scenic trail that explores the upper portion and bottom of Hell Canyon.

### HIKING CHALLENGE

#### HOW TO ENTER THE HIKING CHALLENGE

If you complete 2 out of 4 adventure options at Jewel Cave on March 9<sup>th</sup> you will be entered in a drawing for sweet prizes from AllTrails, Stio, Pit Viper, & Mad Hippie.

Stop by the Info table before your adventure. Punch your card at the end of each hike and drop the card off at the info table. Join us for the drawing at 2:00 pm!

2/8/24

# Hey Custer Businesses and Organizations!

Check out this fantastic opportunity & [click](#) on the poster below to register today!



# SOUTHERN HILLS FAMILY RESOURCE FAIR

**MARCH 9, 2024**  
**10 AM TO 2 PM**

**CUSTER ELEMENTARY SCHOOL**

## **Early Learner Custer Family Resource Fair**

Join us for a unique opportunity to connect with young families and elevate your impact!

👤 **Who Should Participate?** Organizations and businesses serving children ages 0-8 and their families.

🌈 **Why Participate?** Connect directly with families, gain brand visibility, and be part of a community-focused event.

## **WHAT'S IN IT FOR YOU?**

👤 **NETWORKING:** CONNECT WITH BUSINESSES, PROVIDERS, AND FAMILIES.

🌐 **EXPOSURE:** FEATURE YOUR ORGANIZATION IN EVENT PROMOTIONS.

🚀 **EXPERTISE:** POSITION YOUR ORGANIZATION AS A CHILD-CENTRIC LEADER.

🎉 **EVENT HIGHLIGHTS:**  
GIVEAWAYS AND PRIZES  
CHILDREN'S ACTIVITIES  
FREE FOOD!



**NO FEE**



**SCAN TO REGISTER**

**DON'T MISS OUT! RESERVE YOUR BOOTH NOW TO CONTRIBUTE TO OUR COMMUNITY'S YOUNGEST MEMBERS' GROWTH AND WELL-BEING.**



Please join us March 9th, 2024 from 10-2 at Custer Elementary School for the Southern Hills Family Resource Fair where children and families can learn about everything our community has to offer for children 0-8!

Businesses, please get involved and register for a booth at no cost to you! This is a great way to get involved and share what you can offer children 0-8 and their families! Scan the QR code to register! Space is limited, so register today!

2/1/24

# **Donations Needed**

**Jordan's Senior Project**  
**Live Benefit Auction**  
**All Proceeds Go to**  
**Christmas for Kids**

**Saturday March 23<sup>rd</sup> at 6 PM**  
**VFW Post 3442 in Custer**

**Donations**  
**Accepted Til**  
**Mar. 1st**



**Chili**  
**Cook Off**

**Contact:**  
**Corey Virtue 605-517-0193**  
**Jordan Steed 605-440-0994 or email [js5323@k12.sd.us](mailto:js5323@k12.sd.us)**

1/25/23



**Art Expressions**  
**Gallery and Gifts**

**17 NORTH 5TH ST, CUSTER SD 57730**  
**PO BOX 2024 605-673-6437**

**20TH ANNUAL**



9TH ANNUAL

# SMALL PIECES ART SHOW

2024

• MAY 7TH - MAY 28TH •

**THIS YEAR'S  
THEME:** "I was born here, in this place that would come to be called the Old West. But, to my kind, the land was ageless. It had no beginning and no end, no boundary between earth and sky. Like the wind and the buffalo grass, we belonged here, we would always belong here." ..From the movie Spirit

**YOUTH, TEEN AND ADULT CATEGORIES •  
ENTRY DETAILS ON AE FACEBOOK PAGE  
OR AT THE GALLERY • VOTE FOR PEOPLE'S  
CHOICE • CLOSING RECEPTION  
TUESDAY, MAY 28TH**



2/8/24

## ANNOUNCEMENTS





# NEW RELEASE

*Black Hills Gold*

NOW AVAILABLE ON OUR WEBSITE

PURCHASE IT ONLINE:

[WWW.GOODKARMACUSTERSTORE.COM](http://WWW.GOODKARMACUSTERSTORE.COM)



2/8/24

## Camp Bob Marshall Spring Clean-Up Day

Saturday, April 20 (weather permitting)  
9 a.m. - Noon

RSVP online at [www.campbobmarshall.org](http://www.campbobmarshall.org)



Registration is highly encouraged so we can plan and organize volunteers for the camp spring clean-up day. Duties may include raking debris from around all cabins, raking sand volleyball court, stacking wood, staining cabins, sweeping cabins, cleaning windows etc. Bring your work gloves, all other tools will be provided.

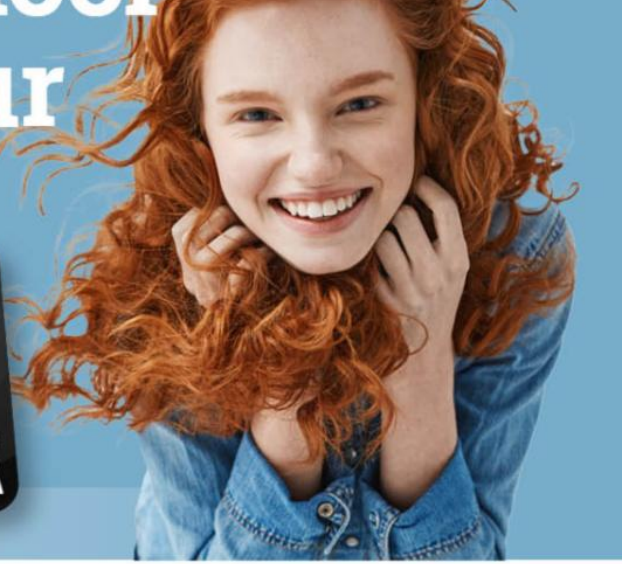
2/1/24

# Show Your School





# Show Your School Spirit With Your Wildcats Debit Card.



| [highmarkfcu.com](https://highmarkfcu.com) |

800-672-6365

This is our newest Spirit Debit Card. Each card swipe of this custom debit card will result in a donation to the CHS Activities fund.

1/25/23







Custer County Courthouse Art Gallery

420 Mount Rushmore Road, second floor

**Through March 29, 2024**

**Showcasing the artwork of**

**Tracy Harrison.**

**Endorsed by Custer Area Arts Council.**



**"Circle of Life"**

This dreamcatcher represents the circle of life and our connectedness to all things. We give thanks when we receive from mother earth. The turtle represents mother earth and the native American calendar year. The arrows represent life.

Materials: Bison fur, turtle shell, arrows, deer antler, sage, sweetgrass.

1/25/23

**META GOT YOU DOWN?**



## MAYBE YOU NEED A SOCIAL MEDIA MANAGER!

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Struggling to navigate the ever-evolving world of social media? Green Owl Media can help! We manage your Facebook/Instagram content so you can focus on what matters ... running your business!

**contact us today!**

Limited openings for hospitality/tourism based businesses in the southern Black Hills.

---



Ann Cunningham • *Photographer/Media Manager*  
605.440.2400 [Green.Owl@goldenwest.net](mailto:Green.Owl@goldenwest.net)  
[www.GreenOwlMedia.com](http://www.GreenOwlMedia.com)

1/25/23



**Top closing agent for January!**



Kevin Kennedy  
Broker Associate

Top closing agent for January!

**605-431-5094**

email - [kevinkennedy605@gmail.com](mailto:kevinkennedy605@gmail.com)

website - [kevin.bhsdrealty.com](http://kevin.bhsdrealty.com)

- Residential
- Commercial
- Lots/Acerage
- Farm/Ranch



I'm starting the year off strong and ready to help you achieve your real estate goals. I'm so proud to have earned this achievement working among such amazing colleagues. Thank you everyone in my office for all your support and wisdom and to my clients for trusting me with such great responsibility.

2/8/24







# VIDEO GAME TRUCK

## BOOK YOUR PARTY TODAY!

2 HOUR PARTY STARTS AT \$250  
\$50 FOR ADDITIONAL HOUR

BIRTHDAY PARTIES SCHOOL EVENTS  
HOLIDAY CELEBRATIONS  
SPECIAL OCCASIONS CORPORATE EVENTS  
COMMUNITY FESTIVALS FUNDRAISERS  
BLOCK PARTIES YOUTH GROUP EVENTS  
AND SO MUCH MORE!

## WE BRING THE FUN TO YOU!



WWW.THEGAMEONTRUCK.COM  
605-646-2450



2/1/24

FICAF

First Interstate Custer Area Fund  
648 Mt Rushmore Rd  
605-673-2215  
Curtis.Tyler@fib.com

The First Interstate Custer Area Fund is accepting applications for grants from qualified 501 (C) 3 organizations in the Custer area thru March 29. Recipients will be selected and grants funded during the Month of April, 2024.

Disbursements by the local board of directors are determined according to the needs of the community. Past disbursements from 1999 to date have totaled \$269,534.00 and have benefited a variety of local projects, historical organizations, and the arts and humanities.

If your non-profit organization would like to be considered in the disbursement of funds, please complete the First Interstate Custer Area Fund application form and return it to any board member or mail the form to First Interstate Custer Area Fund, 648 Mt Rushmore Rd, Custer, SD 57730. Completed applications can also be emailed to [donna.cullum@fib.com](mailto:donna.cullum@fib.com).

Grant application forms are available from any local board member, please call Jenny Behlings 673-5436, Curtis Tyler 673-2215, Donna Cullum 673-2215, Nathan Wiederholt 673-2716 or Misty Fish 673-4848.

The deadline for completed applications for the annual disbursement of funds will be March 29, 2024.

Funds will be disbursed during the month of April, 2024.

2/1/24

# NEWS FROM THE STATE

The logo for South Dakota, featuring the words "South Dakota" in a stylized, cursive script font.





**FOR IMMEDIATE RELEASE:** Mon., Feb. 5, 2024

**CONTACT:** [Katlyn Svendsen](#), Global Public Relations & Content Services Senior Director, Travel South Dakota

**South Dakota is Airing “The Mount Rushmore” of Commercials During the Big Game**

*More than a one-hit wonder, Travel South Dakota leverages the spotlight of football’s biggest day to address a common misconception and beckon travelers to explore deeper*

**PIERRE, S.D.** – [Travel South Dakota](#) will make its first-ever big game ad debut this year with a commercial spot reminding viewers that in addition to Mount Rushmore National Memorial, there’s so much more to discover.

In a creative effort to combat this “one hit wonder” misperception, Travel South Dakota collaborated with 2000’s celebrated one-hit-wonder band Nine Days to rework their hit single “Absolutely (Story of a Girl)” into a revamped “Absolutely (Story of a State),” a catchy way of touting South Dakota’s many exciting offerings.

The 30-second commercial will make its debut during the big game on February 11, 2024, through broadcast, cable, and CTV live in select markets, with additional markets airing an extended 60-second cut with even more reasons to visit South Dakota. Priority markets include Denver, Colorado; Minneapolis, Minnesota; Omaha, Nebraska; Des Moines, Iowa; Kansas City, Missouri; and Rapid City and Sioux Falls, South Dakota. The commercial will continue to run in many of the key markets into late February.

Building upon its existing marketing campaign, “So Much South Dakota, So Little Time,” Travel South Dakota has harnessed the nostalgia associated with the band’s wildly popular song and music video, while illustrating the wonder, vast experiences, and diverse corners of the state. The remix-turned-television-commercial was developed and conceptualized in collaboration with ad agency Karsh Hagan. The team worked with the band’s original songwriter, John Hampson, to collaboratively rewrite lyrics to “Story of a State” that highlight the wonders of South Dakota.

“The big game presents heightened opportunity to reach an engaged audience of potential travelers in target markets who oftentimes focus more attention on the tv commercials than the game itself,” said Jim Hagen, Secretary of the South Dakota Department of Tourism. “We intend to continue to find unprecedented ways to plant South Dakota’s flag in the ground to pique curiosities and get people talking about South Dakota like never before.”

In 2023, South Dakota’s tourism economic impact numbers hit all-time records with visitation and visitor spending. With Nine Days singing about “so much to explore, so much space” in this revamp, the commercial illustrates how South Dakota uniquely offers the increasingly rare element of surprise that complements meaningful travel through diverse, underrated and often spontaneous experiences beyond its iconic tourism attractions.

Total cost for the weeks-long media buy in the key seven markets is \$1.19 million.

More than Mount Rushmore, South Dakota boldly welcomes travelers to shed negative misconceptions, explore beyond its one-

hit wonders, and embrace the undiscovered all four seasons.

The full commercial will air on game day, alongside teasers on Travel South Dakota's social media channels leading up to the debut and a [webpage](#) dedicated to the effort. The department will continue utilizing the video content alongside their "So Much South Dakota, So Little Time," campaign.

For more information about Travel South Dakota, visit [TravelSouthDakota.com](https://TravelSouthDakota.com).

The South Dakota Department of Tourism is comprised of Travel South Dakota and the South Dakota Arts Council. The Department is led by Secretary James D. Hagen.

2/8/24

## PRESS RELEASES



Forest Service  
U.S. DEPARTMENT OF AGRICULTURE

Forest Service Features Late - January 2024





## Custer Senior Center

February Activities



[Click here to Check out the Custer School District Calendar for upcoming school events!](#)

## WEEKLY INSPIRATION







# HELP WANTED

## JOIN OUR INTERVIEWING TEAM!

MMI-2 International Research is seeking dependable, self-motivated people with strong customer service skills, reliable transportation and a love of the outdoors. If you are looking for temporary, intermittent part-time work, and live in or near Hill City, Custer, Merritt, or Rapid City, South Dakota, this might be a great job for you! Please see below for all the details.

details.

Position Overview:

- Conduct one-on-one, in person, exit surveys with visitors leaving the Black Hills National Forest. This is done by asking a series of pre-set questions from a computer tablet, recording responses in the tablet, and submitting the data electronically at the end of your shift.

Work schedule:

- Temporary, intermittent, part-time work through September 2024
- 6-hour shifts including a 30-minute paid lunch
- Variable days (including Saturdays/Sundays and possible holidays)
- Flexible schedule

Qualifications and Other Key Requirements:

- Must live in or near Hill City, Custer, Merritt, or Rapid City, South Dakota
- Must be proficient using technology like tablets, cell phones, GPS, e-mail, and Wi-Fi
- Must have strong in-person customer service, ability to work/think independently, and problem solve
- Must be dependable, self-motivated, and possess a strong work ethic
- Must possess a valid U.S. driver's license & have reliable transportation. 4WD a plus
- Must be willing and able to drive to forest survey sites. Distances vary
- Must be willing to work outdoors in varied weather conditions
- Must be willing to work part-time hours and variable shifts including Saturdays/Sundays, and possible holidays
- Must be willing to commit to position through September 2024

Compensation Information: (All shifts are 6 hours and include a 30-minute paid lunch)

- Starting pay is \$125 per shift plus a \$25 fuel allowance per shift for a total of \$150 per shift
- \$225 bonus paid after every 10 survey shifts/days worked
- Paid training

If you think you would be a good fit for this position, email your resume and/or tell us a little bit about yourself. Please note "Hell Canyon/Mystic RD" in the email subject line and send to: [info@mmi-2.com](mailto:info@mmi-2.com)

We will not respond to applicants who live outside of the target area.

RECENT RETIREES ARE HIGHLY ENCOURAGED TO APPLY

*Laughing Water Restaurant at Crazy Horse Memorial® is currently searching for a FULL -TIME YEAR-ROUND LINE COOK.*

*Prior experience in working kitchen line in a fast paced - small restaurant or food service environment is a must.*

*Position is full-time, year-round at 35/40 hours per week w/ Evening, Holiday & Weekends required and some overtime.*

*This is an hourly position with the benefits associated with full-time, year-round employment, which include medical, dental, optical, and AFLAC insurances, Paid Personal Leave, and a retirement plan.*

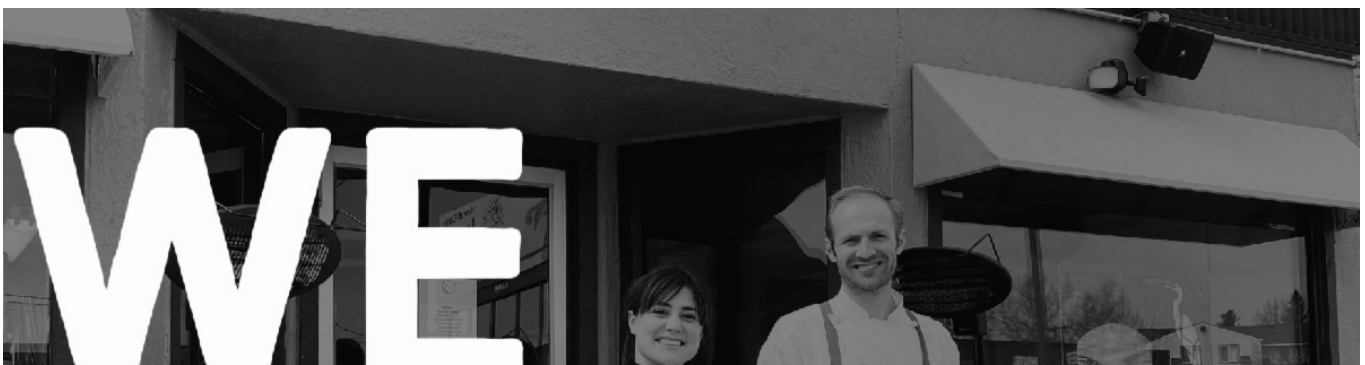


*Laughing Water*  
**RESTAURANT®**  
AT CRAZY HORSE MEMORIAL®





The Custer Senior Center Board of Directors is accepting resumes for the full-time position of Custer Senior Center Director. The primary administrative duties are **grant-request writing, working with the Center's finances, and** facility management. QuickBooks or a similar bookkeeping program is advantageous. The position is full-time, 40 hours per week. Insurance and retirement benefits are not available at this time. Year-end bonuses may be earned. For more information and a copy of the position description, please send an email to [cscdirvac@gmail.com](mailto:cscdirvac@gmail.com); or call the Center at 605-673-2708. The Senior Center is a non-profit organization, and is an equal employment opportunity employer.



# WE ARE HIRING!

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Custer, SD

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***CONTACT US:***

(605) 673-3047

507 Mt Rushmore Rd Custer, SD

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

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

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

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



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