



Buffalo Bytes



*["Hey guys, this looks like a good place for a picnic."
~ General Custer]*

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

CUSTER CONNECTIONS

3 Copywriting Tips That AI Doesn't Use

I recently spoke with an SEO expert who swore that search engines are biased against AI-written websites (websites that have not one word written by a human). He said AI-written websites are something search engines are discounting for (marking you down) because of the possibility of the sites being fake or holder sites. I can't speak to the truth behind this but if you do still want to write some of your own copy, here are three copywriting tips you can implement today that AI isn't using.

3 Copywriting Tips AI Isn't Using

AI is masterful at sentence construction and grammar, but can it convince your audience

to buy from you? Not like these three copywriting tactics can.

1. Think about how your audience speaks

When writing copy, you want to match your language use to how your target audience speaks and how they would search for you. For instance, are there slang references for your business or product that they would use? Incorporate that in your headings and blog posts. When reading (or skimming) the content of your site, you want them to think—*they are just like me*.

2. Use a conversational tone

Building on the suggestion above, think about writing the way your audience would speak about your product or service. For instance, instead of writing

We have many delicious options in our bakery including cookies, cakes, and pies.

That's a lot of words that don't do anything. People just want to know what you have at your bakery. So, make it punchy and don't think about your elementary school teacher reading it.

Cakes, cookies, and pies worth blowing your diet over.

This works because it places what your audience may be wondering—*what do they sell?*—at the beginning and ends with an endorsement.

Advanced Copywriting Technique: read aloud the three baked goods mentioned in that sentence. Now mix up the order. See how the alliteration of the two c sounds (cakes and cookies) flows better than cakes, pies, and cookies? Also, the one, two, one syllable rhythm offers a nice variation. Rhythm is important because it allows a reader (since most of us hear the words in our head as we read them) to move effortlessly across the text. When that flow is missing, it's like hitting a road bump. It slows the reader down and they lose interest, if only subconsciously.

3. Address what's in it for them

If you do nothing else on your website, follow this one tip. Write from the point of what's in it for your target audience—as they would perceive it, not what you think is the reason they should care.

What do you read in your reviews? What do customers tell you? When someone raves about you, what are they saying? Use that language to derive what they see as the benefit to what you're selling.

Get creative. Don't just write what you do. That's not the true benefit. Instead, ask how does what you do make them feel better?

If you clean carpets, for instance, and your company has a sense of humor that your audience enjoys, you might write:

Carpets so clean your mother-in-law will have to find something else to complain about

It's memorable, it's identifiable, and it will resonate with your target market when they think, *yeah, I'm tired of her judging me. I'm going to call this company I need this.*

AI is amazing for gathering your thoughts, outlining, and writing simple pieces. It's also a great place to start for blogs and website content. However, AI is not yet capable of understanding the subtle nuances and creative approaches that will get your audience talking about you. Until the machines take over, business needs good copywriting, and these tips will help get you there.

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 always trying to think of a better word.

Twitter: @christinagsmith

Facebook: @tellyourstorygetemtalking

LinkedIn: @christinagsmith

Dawn Murray
Executive Director

Important Announcements

**Congratulations to the 2024-2026
Custer Area Chamber of Commerce
Board of Directors members**

AMANDA ALLCOCK

MICHELLE FISCHER

CARRIE MOORE



Dawn Murray
Executive Director
dmurray@custersd.com

Fred Baumann
Information Associate
fbaumann@custersd.com

Amy Brazell
Information Associate
abrazell@custersd.com

Pat Hattervig
Information Associate
phattervig@custersd.com

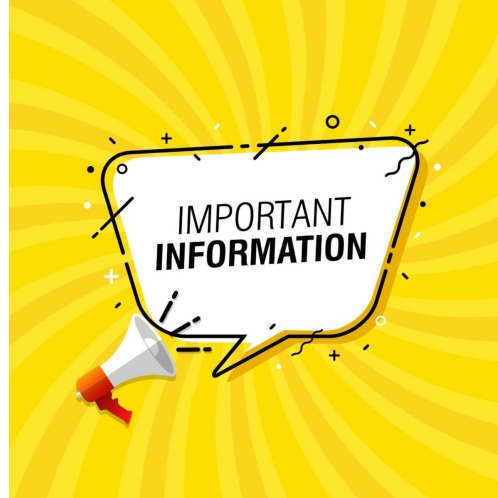
Andrea Spaans
Information Associate
bytes@custersd.com

Adrianna Burgess
Information Associate
assistent@custersd.com

2024 Board Of Directors

Amy Bailey - President
John Stahl - Vice President
Michelle Fischer - Treasurer
Amanda Allcock
Bobbi Schmidt
Carrie Moore
Craig Reindl
Corey Virtue
Miranda Boggs

Julie Jenniges - City Liaison
Mark Naugle - School Liaison
Lydia Austin - CSP Liaison
Jessica Noteboom - BID
Board Liaison



ATTENTION! Downtown Custer Businesses or any others with old buildings.

Many of the lines running through our historical buildings are clay and/or cast iron. There have been a few sewer line collapses (not the city's) of lines that run into the buildings from the city lines. Now would be a great time to have YOUR lines inspected for cracks and leaks.

WINTER STORM SAFETY TIPS



Never touch a fallen power line – assume any downed line is energized.



Operate portable generators in a well-ventilated area.



Install fresh batteries in your carbon monoxide detector.



Unplug sensitive electronic equipment or use a surge protector.



MEET THE NEW STAFF



My name is Adrianna Burgess. I am a recent graduate BHSU with my degree in tourism and hospitality management. I am super excited to be a part of the chamber and put my best foot forward to help promote our local businesses and the town of Custer as a whole.

My name is Andrea Spaans (Conlon) and I was born and raised in Pringle, SD. After many years, I have moved back and am enjoying every bit of it. There's no place like home! My family and I enjoy ATVing thru the hills and spending time outdoors. I look forward to getting back into the community and help serve you thru the chamber.



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

January 25

Chamber Mixer

5pm-7pm

Dacotah Bank

February 15

Chamber Mixer

5pm-7pm
Starr Insurance

February 26-March 2

Restaurant Week

Custer, SD

March 2

Trade Show

9am-3pm

Custer High School

WEEKLY HUMOR

There's a time each winter
when things go from magical
to miserable. They call it
"January."

Maxine.com Facebook.com/maxine



CHAMBER HAPPENINGS

**GOLD DISCOVERY
DAYS COMMITTEE
MEETING**



**WEDNESDAY, JANUARY 24
5:30 PM AT
CUSTER BEACON**

CHAMBER MIXER



JANUARY 25TH

5 P.M. - 7 P.M.

Hosted by:



Located at 35 South 6th St, Custer

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

SPONSOR CUSTER RESTAURANT WEEK

FEBRUARY 26-MARCH 2

GOLD	\$300
SILVER	\$200
BRONZE	\$100



Email Dawn at
dmurray@custersd.com



Vendors

WANTED

Custer Trade Show

March 2, 2024
9am- 3pm

Custer High School -1645 Wildcat Lane

MEMBER SPOTLIGHT



WELCOME

NEW MEMBERS!

Custer Cares
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

AREA EVENTS

Zonta of the Southern Black Hills



BUILD A BETTER WORLD FOR WOMEN and GIRLS

Cordially invites you to a Fundraiser for



Helping **HOMELESS WOMEN VETERANS** with safe and suitable housing

There are an estimated 55,00 Homeless Women Veterans nationwide.

Women veterans are four times more likely to become homeless than their male counterparts.

Saturday, January 27, 2024

American Legion

1045 Jennings Ave, Hot Springs SD

1pm – 3pm

Soup Luncheon \$10 Donation

Keynote speaker is the

Ms. Veteran America Second Runner-up

Lt Col Jennifer Rollins (Retired), B-1 Aviator



American Legion Auxiliary Battle Mountain Unit 71

MUSIC by GUMBO LILIES



- 16 WIND CAVE ADVENTURES IN NATURE** Park Reservation Encouraged
Wind Cave National Park » 10 am - 12 pm
Winter Children's Program. Ages 4-10. Email: WICA_interpretation@nps.gov Phone: 605-745-4600
- 18 BHPFA & SHEJUMPS - SUNSET HIKE** SheJumps Registration Required
Harbach Centennial Park, Custer, SD » 4 pm - 5 pm
Hike the Skywalk Trail from Harbach Park to enjoy amazing evening views. The Skywalk trail is ½ mile uphill.
- BHPFA & SHEJUMPS - WINTER FILM SCREENING** SheJumps Registration Required
The Custer Beacon - Custer, SD » 6:30 pm - 8:30 pm
Pasang: In the Shadow of Everest, a quest to become the first Nepali woman to summit Everest in 1993.
Come out for food, drinks, and fun. All ages are welcome!
Tickets: \$5 per person - Purchase your ticket ahead of time and be entered in a drawing to win a pair of K2 skis!
- 25 BHPFA - FULL MOON NATURE EXPERIENCE** Family Programming Registration Required
Whitney Preserve - Hot Springs, SD » 6 pm - 8 pm
Come join experienced instructors for a fun-filled learning experience under the full moon. Families welcome.
Cost: Family (2 adults, 2+ children under 12) - \$20 | Individual - \$10 | Children Under 12 - \$4

FEBRUARY 2024

- 18 BHPFA & SHEJUMPS - GETTING STARTED WORKSHOP** SheJumps Registration Required
Lost Cabin Brewery - Hill City, SD » 1 pm - 2 pm
New to the area? Want to try a new outdoor activity? Workshops are great for beginners? This workshop will cover Winter Travel: where to go, safety, lessons learned (the hard way), and what gear to bring.
- 10 BHPFA - ANIMAL TRACKING** Family Programming Registration Required
The Trailhouse - Custer, SD » 6 pm - 8 pm
This program will begin in a classroom and then into the field to expand our knowledge. Families welcome.
Cost: Family (2 adults, 2+ children under 12) - \$45 | Individual - \$20 | Children Under 12 - \$10
- 13 WIND CAVE ADVENTURES IN NATURE** Park Reservation Encouraged
Wind Cave National Park » 10 am - 12 pm
Winter Children's Program. Ages 4-10. Email: WICA_interpretation@nps.gov Phone: 605-745-4600
- 27 WIND CAVE ADVENTURES IN NATURE** Park Reservation Encouraged
Wind Cave National Park » 10 am - 12 pm
Winter Children's Program. Ages 4-10. Email: WICA_interpretation@nps.gov Phone: 605-745-4600



she
jumps
Registration
« « « « «



BHPFA
Family
Programming
Registration
« « « « «



Visit us online!
Click on the
"EVENTS" tab to
see more info!
« « « « «

605/745/7020 BlackHillsParks.org

TOUGH ENOUGH TO WEAR PINK



ALL PROCEEDS BENEFIT THE MONUMENT HEALTH CANCER CARE INSTITUTE

T-SHIRTS
S - 3XL

\$25

T-SHIRTS ARE AVAILABLE:

IN PERSON

- Monument Health Foundation
2925 Regional Way, Suite 100
M - F, 9 a.m. - 4:30 p.m.
- Monument Health Booth during
the Black Hills Stock Show and
Rodeo Rapid City in the Ice Arena

ONLINE

monument.health/TETWP

PHONE

605-755-9191

EMAIL

pink@monument.health



Are you Tough Enough to Wear Pink?

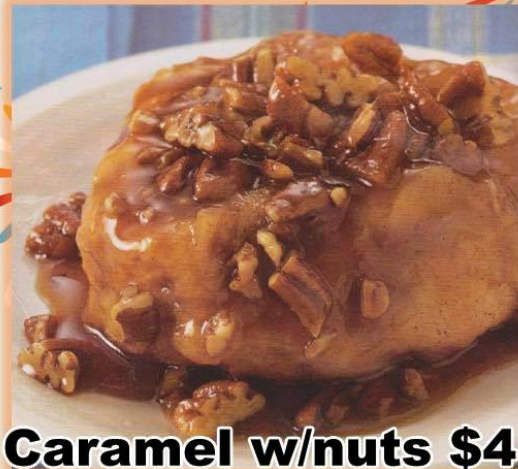
2024 marks the kick-off of the 18th Annual Tough Enough to Wear Pink project benefiting Monument Health's Cancer Care Institute (CCI). We invite you to join us and give them your support!

You can help by buying 2024 Tough Enough to Wear Pink T-shirts for \$25.00 each for sizes Adult Small through 3XL. Shirts are pink and long-sleeved with the design shown above. One hundred percent of the money raised from Tough Enough sales will benefit CCI.

Are you a business looking to support cancer patients in your local community? Be Tough Enough by putting your employees in our 2024 TETWP T-shirt. Take a group photo* and we will feature it in the Rapid City Journal during the week of the Black Hills Stock Show, and on our Facebook page. Email us your photo or for more information at pink@monument.health.

*Deadline for photo submission is Wednesday, January 24.

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
January 5th, 12th, 19th & 26th**

538 Mt. Rushmore Rd., Custer

9AM UNTIL THEY'RE GONE!

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

Call 605-673-2708

LADIES' NIGHT | JANUARY 18TH

HIKE & FILM SCREENING TO KICK OFF BURNING BEETLE WEEKEND AT THE CUSTER BEACON!



REGISTER HERE!

JOIN BHPFA & SHEJUMPS FOR A SUNSET HIKE FOLLOWED BY HAPPY HOUR AT
THE CUSTER BEACON AND THE LAST FILM IN OUR "JUMP INTO WINTER FILM SERIES"

SHEJUMPS SUNSET HIKE 4:00 PM- 5:00 PM

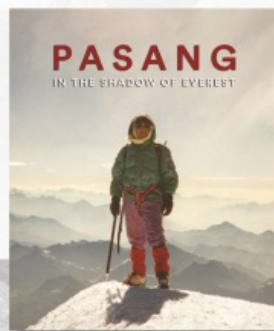
Meet at Harbach Centennial Park, 6th St Custer, SD. We will hike up to the overlooks to enjoy the sunset, then head back down to the parking lot. From there you can depart, or join the group at the Custer Beacon for dinner and drinks before the last film in our winter film series. The Skywalk hike is about 1/2 mile hike. The path is hardpacked gravel, with steep sections of stairs.

Registration Required

JUMP INTO WINTER FILM SERIES 6:30 PM-8:30 PM

January's film "Pasang: in the Shadow of Everest" is a story that chronicles Pasang Lhamu Sherpa's relentless quest to become the first Nepali woman to summit Everest in 1993. As an uneducated, indigenous woman and a Buddhist in a Hindu kingdom, her dream to scale the legendary mountain pits her against her family, foreign climbers, her own government, and nature itself. Her life would inspire a new generation of women, and her death would change a nation.

Tickets \$5- Purchase your ticket ahead of time and
BE ENTERED IN A DRAWING TO WIN A PAIR OF K2 SKIS!



605/745/7020

BlackHillsParks.org



**BECOME AN
INVESTOR AND
HELP GROW
CUSTER'S
ECONOMY AND
COMMUNITY!**

- SMALL BUSINESS & ENTREPRENEURIAL SUPPORT
- DEVELOPING THE NEXT GENERATION OF COMMUNITY LEADERS
- TACKLING OUR COMMUNITY'S TOUGHEST ISSUES - HOUSING & CHILDCARE
- ATTRACTING NEW BUSINESSES

YOU'RE INVITED!

CAEDC MIXER AND ANNUAL MEMBER MEETING

**5:00-5:30 MEMBER MEETING
5:30-7:00 MIXER**

**GOLD PAN SALOON
JANUARY 18TH
DRINKS & APPETIZERS!**



South Dakota Enhanced Conceal Carry Class

This is a One Day Class

Saturday January 20th 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

Or call the shop at 605-673-3222 or email us southernhillstactical@gwtc.net

Helen Nicols, registered dietician, will be giving a presentation at the Custer Senior Center on Monday, January 22 @ 2 PM about bone health. All are welcome to attend.



Bone Up!

Presented by:
Helen Nichols, RD LN
CDCES

Location

CUSTER SR.

CENTER

Time

MONDAY, JANUARY

22ND

2PM-4PM



Etsy

**VALENTINE'S
DAY
SALE**

25% OFF

FREE DOMESTIC SHIPPING

1/13-2/14

WWW.ETSY.COM/SHOP/GOODKARMAJEWELRYSD



BE THE ONE

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

Thursday, February 8th, 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!**

A composite image. The left side shows a stone tower with a conical roof, perched on a rocky mountain peak with patches of snow. The right side is a teal-colored graphic that looks like a passport cover. It features the text "SOUTH DAKOTA" in a large, bold, sans-serif font, with "18" and "89" on either side of a central emblem. Below the emblem, it says "THE OFFICIAL PASSPORT".

YOU'RE INVITED

Join us **Tuesday, February 6, 2024, at 10 a.m. CT/9 a.m. MT**, for Travel South Dakota's Passport Program webinar featuring Bandwango. In this webinar you'll hear from members of Travel South Dakota's Marketing Campaign & Projects Manager, Alexa Dorn, and Bandwango's Client Success Specialist IV, Krystal Rosado, as they discuss the Passport Program in South Dakota, how it works and its benefits.

What: South Dakota Passport Program

Date and Time: Tuesday, February 6, 2024 @ 10 a.m. CT/9 a.m. MT

Presented By: Alexa Dorn and Krystal Rosado

Cost: Free!

You'll learn...

- What Bandwango is and how it works
- Explore the success of the Travel South Dakota passport program, showcasing statistics and insights into engagement and participation
- How Bandwango passports benefit local businesses
- What businesses can do to promote passports
- Common practices to make the best user experience.

Please *register* ahead of time. This *webinar* will be hosted by Travel South Dakota via Zoom. Please contact Industry Training & Legislative Relations Manager *Bailey Tysdal* with any questions.

How to Connect

This webinar will be available via Zoom. For most participants, joining the webinar will be as simple as clicking the link provided in the confirmation email. If you are uncertain if you can connect, you can read about the system requirements on the [Zoom website](#).

Once you call into the session, please turn your phone or computer to mute during the webinar. Participants will be able to submit questions by typing them into the messaging functionality during the webinar. There will also be time for Q&A at the end of the session. If you only want to listen and/or run into any problems with logging on to Zoom, phone-only access is an option.

This webinar will be recorded. A link to the recording will be sent to participants following the presentation and will be available on [SDVisit.com](#).

Our Address:

615 Washington Street
Custer, SD 57730

Phone Numbers:

605-673-2244
800-992-9818

] [EMAIL ADDRESS] [WEBSITE]

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Notice

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