




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



If You're a Gig Worker (or use them) You Need to Know This

If you're a gig worker, or you use them in your business, it's important that you are aware of recent legislation that went into effect this month.

What Is a Gig Worker?

A gig worker (independent contractor, freelancer, or contingent worker) is someone who works on a temporary, flexible basis, often for multiple clients or companies. They perform specific tasks, projects, or assignments for a predetermined period, rather than being employed full-time by a single employer.

The number of gig employees has grown exponentially over the past few years. In 2024, it's expected there will be *6.4 million people* working as freelancers and indie professionals). These people work in a variety of industries including ride-hailing (Uber, Lyft, etc.), food delivery, freelance writing, graphic design, consulting, and others.

Gig workers enjoy a level of autonomy and flexibility in choosing when, where, and how much they work, something that has become more appealing (and practical) post-COVID. During the pandemic, many people were working from home. Once companies called employees back to the office, some decided to leave traditional work environments for more flexibility.

The gig economy has also grown significantly in recent years due to technological advancements, changing labor trends/opportunities, and the desire for greater work/life balance.

What You Need to Know About The Independent Contractor Rule

The Department of Labor (DOL) introduced the new Independent Contractor Rule on March 11. It sets out six criteria for determining whether a worker should be classified as an independent contractor or an employee. This recent legislation has stirred up significant controversy among freelancers and businesses that rely on gig workers.

Here's why:

This new rule, which replaces an earlier one from 2021 that designated two "core factors"—control over work and opportunity for profit or loss as the deciding factors for classification, poses new challenges for employers in categorizing their workforce. Companies that rely heavily on gig workers (like ride-hailing, food delivery, and creative services), may need to recategorize a significant portion of these independent contractors into unionized employees.

According to the press release issued by the US Department of Labor, "Misclassifying employees as independent contractors is a serious issue that deprives workers of basic rights and protections," explained Acting Secretary of Labor Julie Su. "This rule will help protect workers, especially those facing the greatest risk of exploitation, by making sure they are classified properly and that they receive the wages they've earned."

But not everyone thinks they're being "exploited." Many gig workers, small business advocates, trade groups, and lawmakers have likened this new rule to California's Assembly Bill 5 (AB5), which took effect on January 1, 2020. It required many businesses to treat gig workers as employees. That rule impacted many freelance journalists because it capped the number of articles they could get paid for. AB5 triggered widespread outcry, leading to the California legislature passing over 100 exemptions for affected industries.

On March 21, the U.S. House of Representatives' Committee on Education & the Workforce moved forward with a proposal to repeal the rule. *The committee approved the resolution* in a 21-13 vote, paving the way for consideration by the entire House.

Additionally, the Independent Contractor Rule has prompted at least five lawsuits (at the time of this writing), including one with the *US Chamber of Commerce and co-plaintiffs* the Associated Builders and Contractors, Associated Builders and Contractors of Southeast Texas, American Trucking Associations, Financial Services Institute, National Federation of Independent Business, and National Retail Federation.

The complaint argues this rule will make it difficult for businesses that require the flexibility to be able to scale up or down quickly depending on employment needs (seasonally or otherwise), while also impeding on the freedoms of millions of gig workers to chart their own course of independent work life.

Many gig workers prioritize the flexibility and autonomy offered by contracted employment models, as highlighted in a study by the Harvard Business Review. Karen Anderson, founder of Freelancers Against AB5, strongly opposes the rule, describing it as 'disruptive and cruel.' According to Anderson, the law affects over 600 categories of professions within their membership, causing significant disruption and hardship.

On the other hand, the DOL says the legislation aims to safeguard workers' rights and ensure consistency through the Fair Labor Standards Act. Organizations like More Perfect Union support the rule, anticipating that it will result in higher wages and overtime pay for millions of gig workers.

In conclusion, the shift away from 2021's simpler two "core factors" framework to a broader six-factor assessment adds uncertainty, leaving employers with challenges in accurately classifying their workforce. Whether you are a business using gig workers or are an independent contractor, this ruling—and the current lawsuits (and potential votes) surrounding it—will have a significant, precedent-setting impact on the independence of the worker. This ruling is just one more stop in the evolving landscape of employment classification but one that we should pay attention to.

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 a proud gig worker.

Medium: @christinametcalf

Facebook: @tellyourstorygetemtalking

Instagram: @christinametcalfauthor

LinkedIn: @christinagsmith



Dawn Murray
Executive Director

IMPORTANT ANNOUNCEMENTS

CHAMBER STAFF

Dawn Murray
Executive Director

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
assistant@custersd.com

2024

Board Of Directors

Amy Bailey - President
Craig Reindl - Vice President
Michelle Fischer - Treasurer

Amanda Allcock
Carrie Moore
Corey Virtue
Eric Butler
John Stahl
Miranda Boggs



**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.



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



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

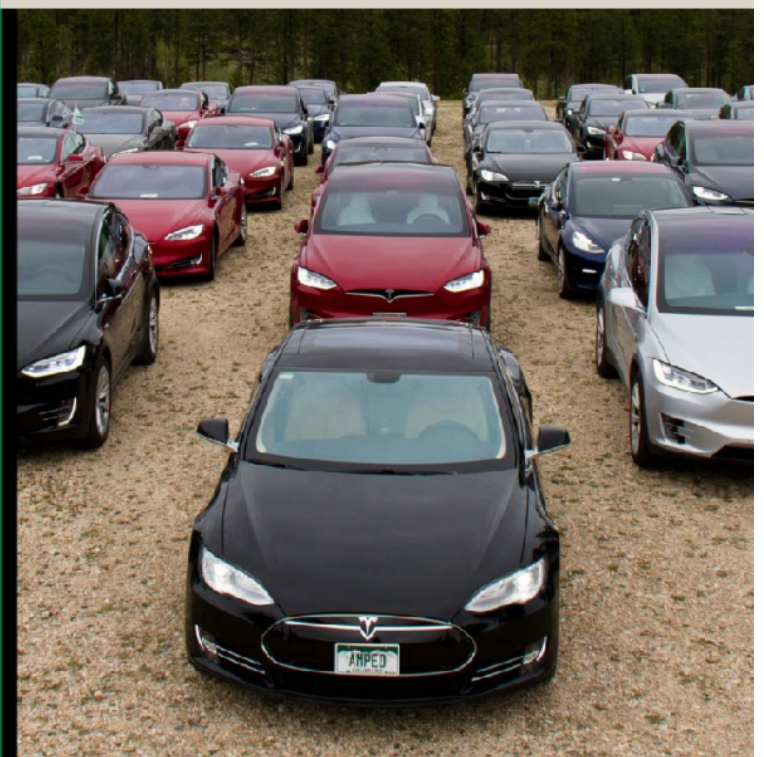




CHAMBER HAPPENINGS

**We are
looking for
items to fill
the
registration
bags for the
Tesla Rally
participants**

Tesla Rally



May 17, 2019

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

3/28/24

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

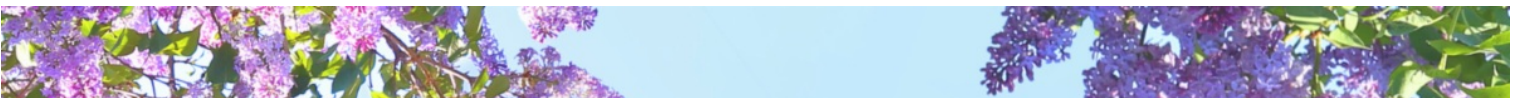
Support the Custer Volunteer Fire Department



**DONATE TO THE
FIREWORKS HERE**



Printable Poster





Spring Fling

Sponsors Needed

Sponsoring this event is an opportunity to showcase your business and show your community support. Your sponsorship will be announced during the banquet and printed on all published materials.

Gold Sponsor ~ \$300

includes 3 free meals

Silver Sponsor ~ \$200


includes 2 free meals

Brnze Sponsor ~ \$100

includes 1 free meal

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





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**

3/7/24

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.



3/21/24

MEMBER SPOTLIGHT



WELCOME NEW MEMBERS!

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
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



2024 Custer Chamber

Black Hills Family Vacations



Address: 819 Mt. Rushmore Rd., Custer, SD 57730 **Phone:** 605-389-3606

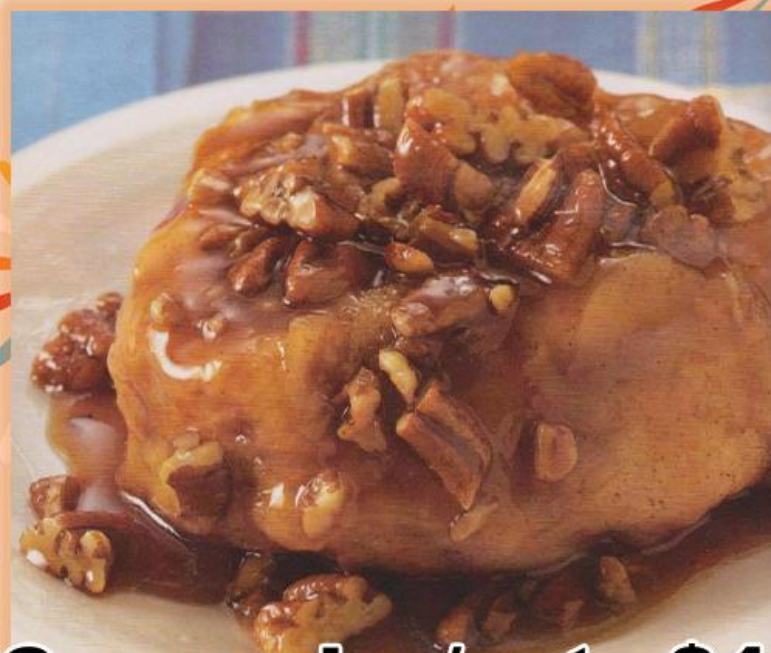
Email: hello@blackhillsfamilyvacations.com

Black Hills Family Vacations has two properties in Custer and one in Hill City. Their properties in Hill City and Custer provide the perfect setting for a getaway to the beautiful Black Hills. Whether you're looking for an outdoor adventure or just want to relax and take in all the natural beauty, their properties have something for everyone. Located right in the heart of this stunning region, both of the Custer locations, and the Hill City location are surrounded by amazing attractions.

AREA EVENTS



 **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

March 1st, 8th, 15th, 22nd & 29th

538 Mt. Rushmore Rd., Custer

9AM UNTIL THEY'RE GONE!

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

Call 605-673-2708

Marty Mahrt

Tune In.....

Colonel Marty Mahrt, a Custer hometown hero who passed away in January, was profiled in February, 2021 on PBS TV. The program, which aired nationwide in 2021, will be rebroadcasted on SDPB Thursday, March 28 at 7:30 P.M. MT and again on Sunday, March 31 at 12:30 P.M. MT. Marty's 88th combat mission was in his F-105 over Vietnam.





AN EGG-CITING EASTER EGG-STRAVAGANZA

CUSTER YMCA
THE CUSTER VFW AUXILIARY
BEGGING BURRO MEXICAN BISTRO
SOUTHERN HILLS TITLE COMPANY
MT. RUSHMORE BREWING COMPANY

Hop on over to Harbach Park across from the Custer Chamber of Commerce. Bring your baskets and be ready to collect eggs stuffed with special treats courtesy of the Custer VFW Auxiliary, Begging Burro Mexican Bistro, Southern Hills Title Company & Mt. Rushmore Brewing Company. Have your camera ready & snap a photo with the Easter Bunny! This event is free for all children ages 0 to 8 years old. No registration is required.

DATE: SATURDAY, MARCH 30, 2024
TIME: 9:00 AM
FEE: FREE
AGES: INFANT – 3RD GRADE
LOCATION: HARBACH PARK
(Across from The Custer Chamber of Commerce)
Washington Street
Mickelson Trail
Custer, SD 57730
605.673.5134
<http://www.rcymca.org>



111237 04/12

Community Easter Egg Hunt

Saturday, March 30th @ 10 a.m. Hermosa Baseball Fields

AGE DIVISIONS:

3 AND UNDER

4 - 7 YEARS OLD

8 - 10 YEARS OLD

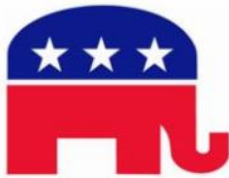


**Black Hills
Electric Cooperative**

A Touchstone Energy® Cooperative 

DON'T FORGET TO BRING YOUR EASTER BASKET!

3/21/24



Custer County Republicans

The Custer County Republicans will meet on Tuesday, April 2, at 5:30 pm in the Pine Room of the Library Annex. At this meeting we will be choosing potential delegates from Custer County to attend the Republican National Convention in Milwaukee this summer. Please contact ccrepubs@goldenwest.net or 605-673-4639 if you are interested in serving as a delegate or an alternate at the National Convention in Milwaukee, July 15-18, 2024.

Please RSVP to CCRepubs@goldenwest.net to get a headcount for food.
Check us out on Facebook at CusterCountySDRepublicans.



3/28/24



Southern Hills Tactical LLC



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**

3/28/24

A partial logo for "SDDEMS" is visible at the bottom of the page. The letters "SDDEMS" are in a bold, blue, sans-serif font. The "S" is partially cut off on the left, and the "M" and "S" are partially cut off on the right. Above the "SDD" part, there is a blue graphic element consisting of a horizontal line that curves upwards and then back down to the left, resembling a stylized banner or a checkmark.



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:

@custercountymocratsofsouthdakota

3/21/24



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

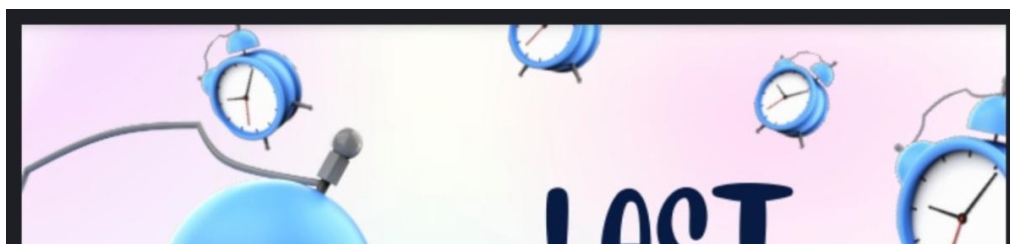
The Enhanced Permit allows you carry in 38 states including
MN, NE, WI, NV, NH, WA, and SC

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

3/28/24

ANNOUNCEMENTS





Attention All Custer County Residents!

Early Learner Custer is using grant funds to conduct a community survey to gather information on the reality of early learning and childcare in Custer County as well as the opinions of our community regarding childcare and early learning. If you have not taken the survey yet, please take a few minutes to do so today.

The Early Learner Custer SURVEY closes April 1, so time is running out to make sure your voice is heard and your opinions and needs are understood. All Custer County adults are encouraged to take the survey, regardless of whether or not they have children. Survey results will be shared with local organizations, policymakers, and elected officials. Early Learner Custer will use the data to apply for grants, plan activities and support, and facilitate community cooperation. You will also be entered to win 1 of 5 \$50 gift cards! THANK YOU for your time.

[Early Learner Survey](#)

**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 more information contact Paul Horsted at 605-673-3685 or [send an email](#). 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.



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

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



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



SUPPORT YOUR FURRY FRIENDS!

*During the month of March, Lewis Realty is collecting **DONATIONS** for Battle Mountain Humane Society!*

Join us in making a paw-sitive impact on the lives of our furry friends at Battle Mountain Humane Society. Your generous donations can make a world of difference for animals in need.



WHY DONATE?

- Your contributions help provide a safe haven for animals awaiting their forever homes.
- Help BMHS ensure that every pet receives nutritious meals and proper care.
- Assist in covering medical expenses for injured or sick animals in care of BMHS.
- Contribute to the well-being of pets by providing cozy beds, blankets, and toys.

Deadline for Donations: March 31st, 2024

Check out the website!

battlemountainhumanesociety.org/donations
to see what other ways you can help.



Scan to visit the website!



BIGGEST NEEDS:

1. Purina Dog Chow
2. Friskies Canned Food- Pate

Other Items Needed:

- Purina Dog or Cat Chow
- Purina Canned Cat or Dog Food
- All sizes of animal beds
- Cedar shavings, blankets, rugs
- Metal Chop Saw, Gas Chainsaw
- Cat & Dog Treats
- Dog Houses
- Lumber, tin, gravel

Ready to donate? Stop by one of our TWO convenient drop-off locations in March!



Lewis Realty
14 Mt Rushmore Road
Custer, SD 57730

Massa Dental Offices
602 Jennings Avenue
Hot Springs, SD 57747

We are also accepting monetary donations. Thank you for supporting Battle Mountain Humane Society. Your compassion makes a lasting difference in the lives of our four-legged friends! 🐾💙

MARCH 25TH - APRIL 13TH | 2024





SHOP WITH US!



BLACK HILLS SHOP HOP

SOUTH DAKOTA

Fabric Junction, Sturgis, SD

Heartfelt Quilt Shop, Spearfish, SD

Nuts & Bolts, Edgemont, SD

Outwest Quilts, Wall, SD

Quilt Connection 2, Buffalo, SD

Quilt Connection, Rapid City, SD

Quilted Buffalo, Custer, SD

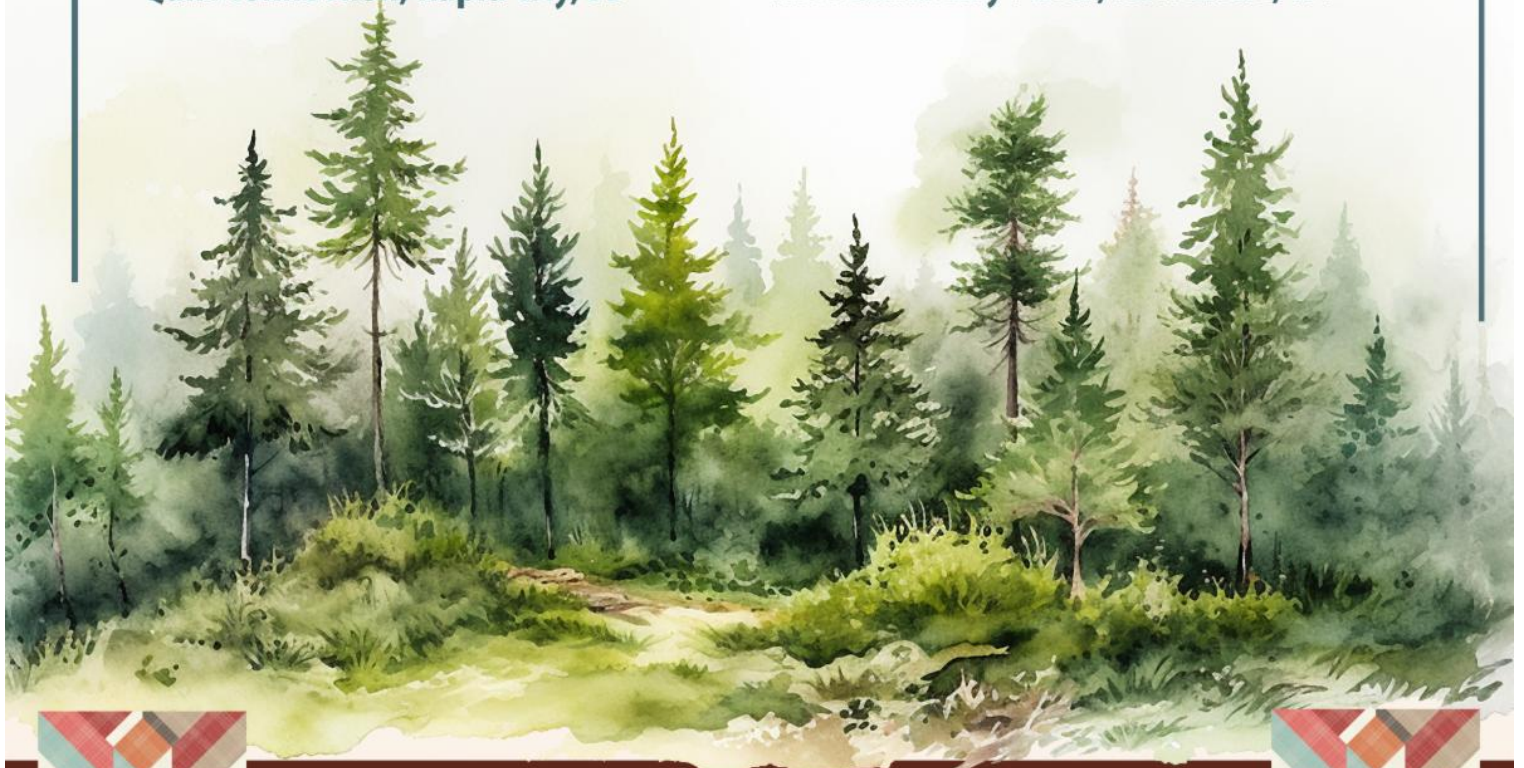
The Bakery Fabrics, Belle Fourche, SD

The Farmer's Daughter, Hill City, SD

The Knothole, Spearfish, SD

The Sewing Center, Rapid City, SD

The Strawberry Patch, Newcastle, WY



**Collect Patterns and Sign Up for Door Prizes!
Visit All Participating Shops for a Chance to Win the Grand Prize!**

 Like Black Hills Shop Hop for updates and more info.





Custer County Courthouse Art Gallery

420 Mount Rushmore Road, second floor

Through March 29, 2024

Showcasing the artwork of

Tracy Harrison.

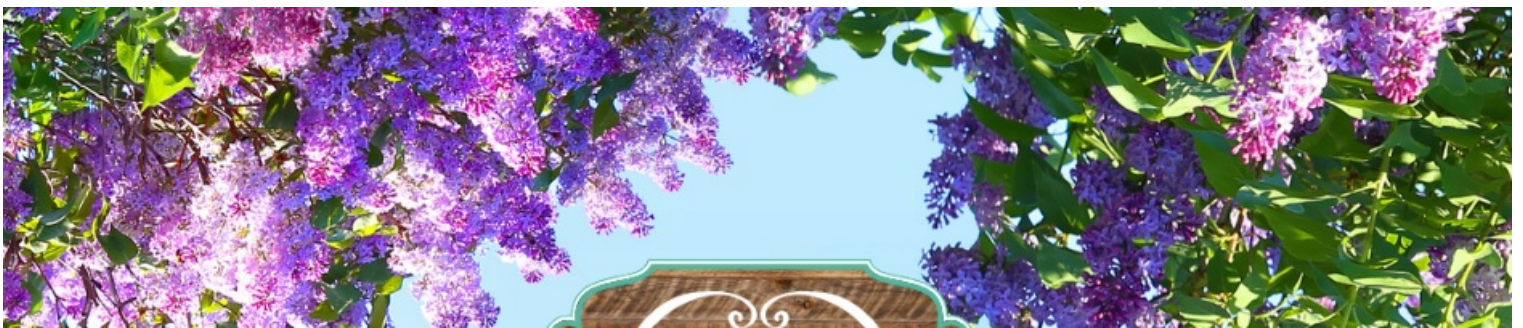
Endorsed by Custer Area Arts Council.



HAIR PIPE BONE JEWELRY

"Jewelry is great for me to create. There is a wide variety. I like using buffalo nickels or the Indian head nickel to represent the Plains natives. It's a unique touch and everyone loves the nickel. I enjoy using different stones for healing. Hair Pipe Bone beads were usually used for chokers and chest plates. They represent protection.."

3/21/24





**GOOD KARMA
JEWELRY**

Custer, SD

NEW SEASONAL HOURS

**MONDAY - SUNDAY
10AM - 5PM**

507 MT RUSHMORE RD. CUSTER, SD - PHONE : 605-673-3047

3/14/24



www.kevin.bhsdrealty.com

605-431-5094

kevinkennedy605@gmail.com

Kevin Kennedy, BrokerAssociate



BLACK HILLS
— REALTY —



Perfect spot overlooking Angostura
2.3 Acres, building site
\$285,000



2 mile Rd., Custer
40 Outstanding Acres
\$289,000



TBD Silver Creek 7.17 beautiful acres in the heart
of the Black Hills National Forest
\$430,200



TBD Rochford Rd. 6.06 Acres surrounded
by creeks, trees and valleys.
Plans for electric and water to be brought
to the building site. \$363,600

**Call Kevin for your personal tour or
to hear about all of our listings!**

605-431-5094



All properties are listed with Black Hills Realty

3/14/24

NEWS FROM THE STATE

TRAVEL

South Dakota



Hello, Friends!

Happy Spring!

As I write this message, it's snowing and sleeting. After not experiencing much of a winter, I'm reminded that the weather in the land of infinite variety can be just that this time of year: depending upon the hour, an infinite variety of sunshine, warmth, sleet or snow!

Even though it may be just a tad bit on the chilly side, our work is definitely heating up. We love this time of the year because we have so much work that is being executed, in the hopper, and on the drawing board. Here are a few items we have cooking up and want you to be aware of:

- Our 2024 peak marketing campaign is performing so well right out of the gate. After only being 'live' for a matter of days, our marketing has already made more than 10 million impressions and is driving incredibly strong traffic to [TravelSouthDakota.com](https://www.TravelSouthDakota.com). This makes us optimistic about visitation this summer. To learn more about our peak efforts, see more details below.
- We recently sent out a survey to ask your opinion about our [A La Carte Cooperative Marketing Program](#). The deadline for filling out this survey is this **Thursday, March 28**. We would love everyone's input so we can continue to create marketing programs that you find beneficial to your communities and businesses.
- Don't forget to sign up for our [Forever 605 webinar](#) on **April 2**. You can learn more about this webinar as well as register [here](#).
- Before you know it, our [Spring Customer Service Seminars](#) featuring Betsy Allen-Manning will be knocking on our doors. Be sure and visit this [page](#) for details about this free, customer service training. These seminars will be held **May 6-9** in Hill City, Belle Fourche, Rapid City, Lemmon, Sioux Falls, Platte and Milbank.
- Last week, we shared information about our second round of [TAP Grants](#). Check out this [link](#) to find more information about these marketing grants and prepare for the application window to open **April 2**.

- Team members have recently returned to the office from travel shows and outreach in Lake Tahoe, Atlanta, Dallas, Washington, DC and Germany. The growing curiosity and interest in our state continues to excite and inspire us. Our outreach in DC included visits with our congressional delegation, Senator Thune, Senator Rounds and Congressman Johnson. All three gentlemen couldn't have been more complimentary about our industry and work. A special THANK YOU to our representatives in our nation's capital for their outstanding support of tourism.
- Finally, we are working on a new look and feel to our monthly Mile Marker and industry email templates. Stay tuned next month for a brand-new template.

As we celebrate Holy Week, we are reminded that this is a season of new beginnings, hope and promise. May this special holiday bring all three to you, your families and teams. Thank you for your friendship and support. Please reach out if we can be of any assistance. Wishing you all a blessed Easter!

All our best,

Jim and Team

3/28/24

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

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-****Contacts - Black Hills Federal Credit Union:**

Heidi Bulman
Community Development Officer
(605) 858-6155

Leslie Millard
Marketing Communications Specialist
(605) 858-6098

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:

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



South Dakota Hall of Fame Seeks Acts of Excellence Recommendations for 2024

For Immediate Release

Every day, South Dakotans do extraordinary things. The South Dakota Hall of Fame's Acts of Excellence (AOE) program, sponsored by Sanford Health, recognizes the individuals and organizations who are building a culture of excellence in South Dakota.

The South Dakota Hall of Fame is proud to announce that the Acts of Excellence Program is now accepting recommendations for this year's Acts of Excellence awards through March 31st, 2024. The public's input is valuable to the organization in identifying excellence across the state. We encourage South Dakotans to look for the excellence taking place in their communities and submit a recommendation today.

Awardees will be announced later this spring, with a special ceremony to honor the awardees taking place on Saturday, June 1, 2024, at the Visitor and Education Center in Chamberlain, South Dakota. This event will be a celebration of their achievements and contributions. Furthermore, the Visitor and Education Center will feature a year-long display showcasing the awardees, offering a tribute to their excellence and impact on their communities.

To learn more about The Acts of Excellence program, as well as the recommendation process, individuals can visit the South Dakota Hall of Fame's website at: <https://www.sdhalloffame.org/acts-of-excellence>

FOR MORE INFORMATION:

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

ABOUT THE SOUTH DAKOTA HALL OF FAME

The South Dakota of Fame is a 501c3 nonprofit organization designed to Honor, Inspire, and Educate. The Hall's mission is to **Champion a Culture of Excellence** and the public charity is built upon the recognition, celebration, and preservation of the stories of South Dakotans instrumental in establishing that culture. **More on the South Dakota Hall of Fame [here](#).**

3/21/24



Forest Service
U.S. DEPARTMENT OF AGRICULTURE

Early March Features - 2024



Custer Senior Center

April Activities





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

WEEKLY INSPIRATION

**“WORK SO HARD
THAT ONE DAY**

YOUR SIGNATURE
WILL BE CALLED
AN AUTOGRAPH.”



HELP WANTED

BRADEEN
100 YEARS

REAL ESTATE & AUCTIONS

www.bradeenauction.com

A BUSY SEASON IS UPON US!!

Would you consider joining our Team? Bradeen Real Estate & Auctions seeks to fill full time and part time positions in our fast-paced business. Part-time positions are available for Auction Specialists capable of auction set-up, photography, data entry, checkout, and settlement.

A full-time position is available in our front office providing customer service for auction and real estate clients, advertisement placement, accepting rent payments and much more. Solid computer skills, knowledge of Microsoft Word and Quickbooks, and the ability to learn new programs and share existing knowledge are key. Potential exists for advancement to Office Management position.

Bradeen Auctions recently celebrated 100 years of service to the region, so consider becoming part of this history filled century-plus business!

Stop by our office at 9 W. Mt. Rushmore Road or send your resume' to office@bradeenauction.com. Call us at

Stop by our office at 5 W. Mt. Rushmore Road or send your resume to office@bradcoaction.com. Call us at 605-673-2629 if you have questions. We look forward to working with you!!

OPPORTUNITY AWAITS!



Crazy Horse Memorial Foundation

**RESTAURANT AND SNACK SHOP
GIFT SHOP | BUS RIDES**

Full or Part-Time Seasonal

Gift Shop | Line Cooks | Prep Cooks
Wait staff | Hostess | Cashier | Bus Drivers

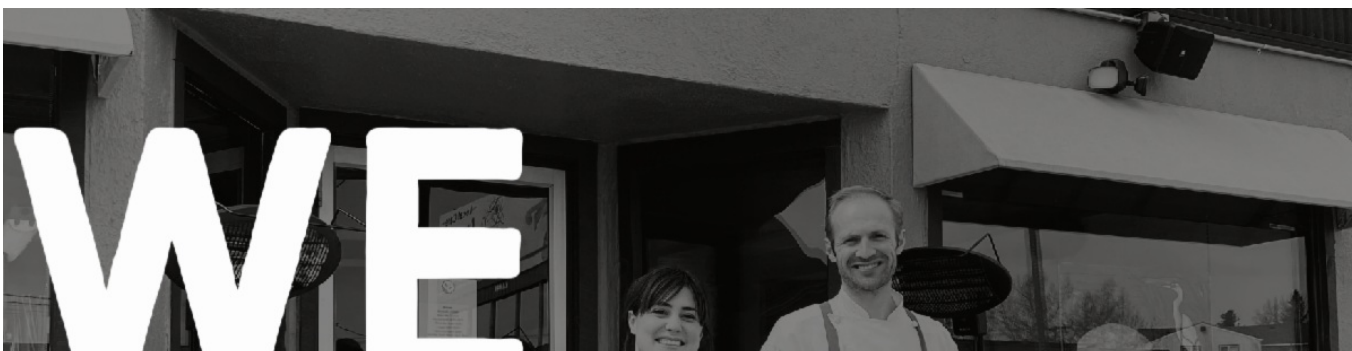
Employee Perks and Bonus

Apply now: crazyhorsememorial.org/dream/employment

Call 605-673-4681 for more information | F/M/EOE



KORCZAK'S HERITAGE, INC.
AT CRAZY HORSE MEMORIAL®



WE ARE HIRING!

PLEASE EMAIL
SKOGEN@SKOGENKITCHEN.COM

Job Positions

- Line cooks
- Dishwashers
- Full time
- Part time

Ph: 605.673.2241
E: skogen@skogenkitchen.com
W: www.skogenkitchen.com

GOOD KARMA
JEWELRY

Custer, SD

NOW HIRING

SEASONAL PART TIME

- **SALES ASSOCIATE**
- **CUSTOMER SERVICE**
- **SALES EXPERIENCE**
- **GREAT PEOPLE SKILLS**
- **21 OR OLDER**
- **WILLING TO WORK WEEKENDS & EVENINGS**



CONTACT US:

(605) 673-3047

507 Mt Rushmore Rd Custer, SD



MOCCASIN SPRINGS

NATURAL MINERAL SPA

HOT SPRINGS, SD

Hiring Full Time Massage Therapist

Requirements

SD Licensed

Insured

2+ Years of Experience

Apply to: soakinhotsprings@gmail.com

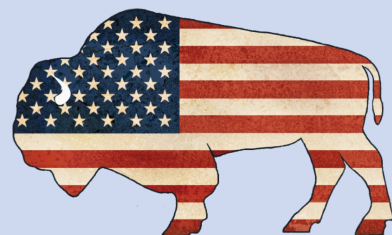
Be sure to check out the Help Wanted section on our [Website](#):

Our Address:

615 Washington Street
Custer, SD 57730

Phone Numbers:

605-673-2244
800-992-9818



CUSTER

Chamber of Commerce

[Send Us An Email](#)

[Visit our Website](#)

Follow Us



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

[Unsubscribe dmurray@custersd.com](#)

[Update Profile](#) | [Constant Contact Data Notice](#)

Sent by dmurray@custersd.com powered by



Try email marketing for free today!