



Buffalo Bytes



📷 Jesse Brown Nelson Photography
Evergreen Media

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

CUSTER CONNECTIONS



This is not a comment on the actual item or service you sell but in how you present it. If you're not using your audience's language and talking to a need they've identified, you're fighting a marketing battle, and you need to change that today. Here's why:

Years ago, I worked with a client who used a term I had never heard before. She wasn't selling to NASA or some market laden in acronyms. It was a common audience, albeit somewhat younger than me. But when she insisted she was the leader of this term, setting the pace for this term, I had to ask her what it was.

She gave me a very simple explanation.

So I, in turn, asked her a simple question—"Is that what your audience calls it?"

Not yet, she answered.

I understood what she was doing—she was trying to differentiate herself in the market by creating a new phrase. But this phrase wasn't a marketing tag line or the name of her product.

It was simply a more complicated way of explaining what she sold.

Why Complications Suck in Marketing

The problem with what she was doing was that no one was searching for that term. Her intentions were smart—differentiation. But how she was differentiating was using a lot of her prime SEO landscape on a term no one recognized and no one was searching for.

So we ended up adding more search-friendly (and recognizable) words in her headlines and used her differentiator in more of the body content and explanation.

When you are marketing to your ideal audience, you must understand how they search for you and what vocabulary they use. Additionally, if you are serving a localized market, you want to consider the common vernacular and market using those terms. For instance, where I grew up, we referred to sweet, fizzy drinks as soda. On the other side of the state where my cousins lived, it was pop. In parts of the south it's Coke, regardless of the flavor or kind. You need to take those words into account when selling regionally.

If you want your audience to find you and know what you're selling, you need to appeal to them using what they know they need and the language they use to voice it. Trying to get them to change how they think of what you sell involves education and education takes time. Initially, that will create a disconnect or friction in the buying process (worse than that, they won't be able to find you on search).

There's a Time for Clever

Don't get me wrong. I enjoy a clever marketing campaign. But if you're going to be clever, use it in ways that won't detract from you and your message. Don't use clever in places that might impede your search. You want that to be as clear as possible.

Clever works well in advertisements because there's an entertainment component at work. Entertain your audience and they'll remember you. On the other hand, use a clever title or header description of what you do on your website and you won't show up in search if your audience isn't using that term. For instance, if I sold roses my main header on my website shouldn't be "long-stemmed romance" unless people buying flowers refer to them that way. They don't. So your poetic, creative mind isn't doing your wallet any favors.

If you're selling what your customers need, you should also be using the language they do to find you. Sure, there's time to educate them on a new term or differentiate yourself in a new way, but that comes later after you build a little momentum.

Christina Metcalf is a writer/ghostwriter who believes in the power of story. She works with small businesses, chambers of commerce, and business professionals who want to make an impression and grow a loyal customer/member base. She loves road trips, hates exclamation points, and is currently reading three books at once.

Medium: @christinametcalf

Facebook: @tellyourstorygetemtalking

Instagram: @christinametcalfauthor

LinkedIn: @christinagsmith



Dawn Murray
Executive Director

IMPORTANT ANNOUNCEMENTS

CHAMBER STAFF

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2024 Board Of Directors

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

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Jessica Noteboom - BID Board Liaison

Summer Sack Lunches

Beginning **June 3**

Custer YMCA

Lunches are available **Monday thru Friday after 11am.**

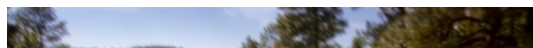
These lunches are for kids.
No sign-in is required.

This program is provided by the Storehouse.

This program is supervised by the YMCA staff.



Summer Sack Lunches are distributed through the YMCA for 11 weeks of the summer starting June 3. Local teams form to keep the refrigerator full of sandwiches and snacks for one week for each team. We have three weeks still to be scheduled with a team. This program is provided by the partnership of the YMCA and the Storehouse. Interested? Contact Kim Canete at kimberlycanete7@gmail.com





HWY 385 ROUTING INITIATIVE

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

Visit Route Reimagined

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

To subscribe, simply text "US385" to 605-566-4041. Subscribers can unsubscribe at any time.

To have things added to Buffalo Bytes, please send to 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

June 7-9

Off Road Rally

June 21-23

Summer Mickelson Trail Trek

WEEKLY HUMOR



Instead of the John I call my
bathroom the Jim!
That way it sounds better when I
say I go to the Jim first thing
every morning!!!

CHAMBER HAPPENINGS



**Sponsor the
CUSTER
OFF-ROAD RALLY**

June 7-9

PREMIER- \$500+

RAZOR- \$250

RANGER- \$150

MULE \$75

Email Dawn at dmurray@custersd.com





CUSTER OFF-ROAD RALLY
June 7-9 2024

Off Road Rally Swag Bags

**We are looking for
donations for swag bags**

Ideas for donations

Water bottles

Snacks

Sunglasses

Bandanas

First aid kits

Discount coupons

Highlighters/pens

other items that have your logo

For More Information

Call: (605)-673-2244

Email: dmurray@custersd.com



5/16/24

The Custer Chamber of Commerce is helping with the fundraising for the Annual Custer 4th of July Fireworks Display.

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

Please consider placing this poster in your business this upcoming season.

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

605-673-2244

615 Washington St

dmurray@custersd.com

Support the Annual Custer Fireworks



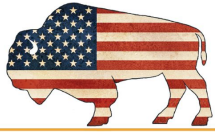
Display



DONATE HERE



Printable Poster



CUSTER
Chamber of Commerce

WELCOME NEW MEMBERS!

Rod & Avis Converse
Black Hills Bungalows
Black Granite Construction
The Honest Painting Co
Encore Energy Corp.
605 Property Services
JQ Clothing Company
J&M Lawn Care LLC
T&M Concrete Construction
Black Hills Sauce & Dough Co.
Plenty Star Ranch Retreat
Carr Electric Co, LLC
Vibin' Vocals Karaoke Entertainment
Aspen Federal Credit Union
Sturgis Mustang Rally
Early Learner Custer
Sow Native/Wild Ones
Custer Care and Rehabilitation Center
Game On! LLC
Red Sands Ridge
Black Hills Realty
Custer Piecemakers Quilt Guild
All Net Connections
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

MEMBER SPOTLIGHT



2024 Custer Chamber Membership Spotlight

The Custer Wolf



Phone: 605-673-WOLF **Address:** 506 Mt. Rushmore Rd, Custer
Website: <https://www.custersd.com/Custer-Wolf-Food-&-Drink>

Today's membership spotlight goes too..... *The Custer Wolf - Food & Drink* . The Custer Wolf is a town favorite for many. The Custer Wolf Food & Drink provides casual dining, fresh-made food & a variety of craft beer & unique wine. Famous for elevated pub food, bread pudding & laid-back vibe. You can see The Custer Wolf's hours on their Facebook page.

AREA EVENTS

ESTATE AUCTION

1968 Buick, Vehicles, Tractor, Tools, Antiques, Household & The Roberts

1969 Bronco- Vehicles- Tractor- Tools- Antiques- Household & The Roberta

Wilburn Collection of 250+ Barbie & Ken Dolls & more

Bob & Jan Linde Estate & Roberta (Bert) Wilburn Estate

Property located at 2 Custer locations:

Location #1: Linde Residence ~ 502 S. 1st St. Custer SD

Location #2: Bradeen Auction Facility ~ 9 W. Mt. Rushmore Rd, Custer SD

ONLINE BIDDING OPENS

Friday - May 31st



1969 Ford Bronco 4x4, 302 V8, 3 speed, runs good; 1998 Chevy Extended cab 4x4 pickup, good; IH utility tractor w/Farmhand loader; Speedco 8' 3pt blade; 6' Howse 3pt landscape rake; 2 bottom plow; 250 plus vintage Barbie dolls most in original boxes; antique furniture; dining table & chairs; washer & dryer; Time Life The Old West books & Classics of The Old West; modern furniture; pitcher & bowl; Wall hangings & artwork; Cuckoo Clock; Sawmills of the Black Hills, Our Yesterdays & other History type books; large selection of HC & Paperback books; Bedroom sets; work benches; power tools; Whicker patio furniture; wood planter; push mowers; wheeled trimmer; snow blower; pickup tool box; wrenches & other tools; shop items; tools; modern furniture; appliances; cabinets; household and so much more yet to be discovered.

The Roberta Wilburn Collection of all NEW, IN BOX Mattel Barbie & Ken Dolls, over 250 and accessories, including several Harley Davidson, many Holiday Barbies Adams Family, Munsters, Happy Days, Fonzie, Wizard of Oz, Elvis, Dolly Parton, Lots of 90's Barbies.

TERMS & CONDITIONS: ONLINE AUCTION ONLY. NO BUYER PREMIUM! Complete detailed photos, descriptions, inspection dates & registration at www.bradeenauction.com.

Property Inspection: Property will be available for inspection at the 2 locations on Tuesday June 4th, from 10am-2pm or see the detailed descriptions & photos in the online catalog.

Settlement & Pickup: Wednesday June 5th Settlement at Bradeen Auctions Facility and then proceed to the two locations for pickup. All items must be settled for and picked up Wednesday June 5th between 9am & 1pm.

See complete details & photos on www.bradeenauction.com

Owners:
Bob & Jan Linde Estate
&
Roberta (Bert) Wilburn Estate

BRADEEN
100 YEARS
REAL ESTATE & AUCTIONS

Ron Bradeen - Jeff Storm - Travis Mayer, Auctioneers
605-673-2629 - Custer, SD
www.bradeenauction.com

5/9/2024

NATIONAL TRAILS DAY

JUNE 1, 2024

National Trails Day on the first Saturday in June recognizes all the incredible benefits federal, state and local trails provide for recreation and exposure nature. The day encourages people to discover their local trails, become active concerning trail issues, and share their excitement for the outdoors.

Custer State Park is excited to offer the following hikes:

6:00 A.M. - LITTLE DEVIL'S TOWER SUNRISE HIKE

Hike with a Park Naturalist to Custer State Park's highest point to watch the sunrise. Savor the sun's rays as they reveal the rest of the park. Enjoy sweeping views of nearby Black Elk Peak, The Needles, Cathedral Spires, and Mt. Coolidge. Mount Rushmore and the Badlands can be seen on clear days too. Hike is a strenuous 3 miles (round trip) with rock scrambling to get to the top. Meet at the Sylvan Lake Day Use Area Information Kiosk.

9:00 A.M. OR 1:00 P.M. - SUNDAY GULCH TRAIL WORK

Do you love hiking trails? The more popular the trail, the more maintenance is needed. Assist Custer State Park staff with the Sunday Gulch Trail. Participants need to be prepared for a strenuous hike and using hand tools. Parent's must be present for minors to participate. Age 10+. Meet staff at the Sylvan Lake Lodge Parking Lot. Registration Required.



MORNING SESSION



AFTERNOON SESSION

10:00 A.M. - CREEKSIDE FAMILY ACCESSIBILITY STROLL

Meet at the Peter Norbeck Outdoor Education Center for stroll along the Creekside Trail. All ages welcome for this stroller and wheelchair friendly walk. Learn a bit about the park's history and enjoy the sights & sounds of Grace Coolidge Creek. Stroll will be approximately 1 mile, out-and-back walk.

1:00 P.M. - BADGER CLARK HIKE

Hike through history with a Park Naturalist around Badger Hole. Hike the moderate 1.2-mile trail to learn more about South Dakota's own cowboy poet. Relish Badger's cooler section of forest as the day reaches its warmest point. Meet at Badger Hole, which is open 10:00am - 5:00pm in the summer.

7:45 P.M. - BISON SUNSET HIKE

Prairie sunsets are unmatched. Experience one with a Park Naturalist along the Bison Trail. Meet at the Bison Center for this moderate 1-mile hike. Bring a flashlight in case it gets dark on the way back. The Bison Center is open 8:00am - 8:00pm.

Learn more at
custerstatepark.com
or call 605.255.4515



OPENING THIS SATURDAY, JUNE 1
8:00 AM to 12:30 PM

8:00 AM to 12:00 PM
Way Park, Main Street-Custer, SD
See you Saturday!



5/30/2024

1881 Courthouse Museum

Custer County Historical Society

June 1, 2024

**Road Trip & Cabin Tour
Custer State Park**

**free shuttle available
departs Custer Library parking lot
at 2pm - RSVP 605-673-2443**



5/29/2024





CUSTER FARMER'S MARKET

SATURDAYS

8:00 AM – 12:30 PM

June through October

Located in Way Park in front of
Custer County Courthouse

Featuring produce, food and crafts
from local farmers and artisans

For more information contact
GORDON CLEVELAND
605-673-5230



FOLLOW US ON
FACEBOOK





MONTHLY BREAKFAST

**1ST Saturday of Every
Month**

Saturday, June 1st - 9:00 AM

Feel Good Cafe

907 N. 5th St.

Custer, SD

(next to Bavarian Inn)



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



Email: ccsddp21info@gmail.com

PO Box 5065 Custer, SD 57730



Facebook:

@custercountymocratsofsouthdakota

5/21/2024





Giant FUN For Everyone!

VIRTUAL REALITY | ARCADE | DUCKPIN BOWLING | TAPROOM

WE LOVE LOCALS
SUMMER KICKOFF DEALS
JUNE 1-16

Bring coupon to Sprockets Fun Foundry or purchase advanced wristbands online at: www.sprockets.fun

30% OFF
Virtual Reality Wristbands
June 1-16 only
Coupon Code: localVRfun
or bring coupon to Sprockets Fun Foundry

Must present coupon at time of purchase or enter code online for advanced purchase for June 1-16 wristbands.
May not be combined with any other offers or discounts. No cash value.
Management reserves all right. Good for 2024.



Purchase Now at:
www.SPROCKETS.fun
NOW OPEN - Check Website for Hours
LOCATED IN DOWNTOWN KEYSTONE



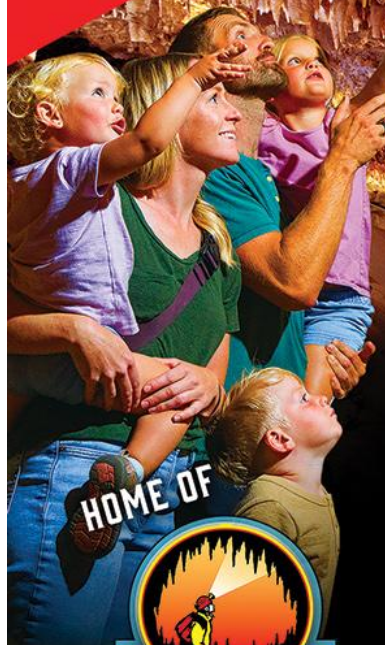
Check R

We Love Locals

SUMMER KICKOFF DEALS

COUPONS BELOW GOOD FOR

JUNE 1-16



HOME OF



Showing our Love to our Locals with these Big Discounts!

Bring coupon to Rush Mountain or purchase advanced wristbands online at: www.rushmtn.com

30% OFF Wristbands

June 1&2 only

Coupon Code: 24local

or bring coupon to Rush Mountain

Must present coupon at time of purchase or enter code online for advanced purchase for June 1 & 2 wristbands. May not be combined with any other offers or discounts. No cash value. Management reserves all right. Good for 2024.



25% OFF Wristbands

June 3-16 only

Coupon Code: rushlocal

or bring coupon to Rush Mountain

Must present coupon at time of purchase or enter code online for advanced purchase for June 3 - 16 wristbands. May not be combined with any other offers or discounts. No cash value. Management reserves all right. Good for 2024.



Purchase tickets now at RushMtn.com

EAST OF KEYSTONE ON HWY 40

13622 HWY 40 • KEYSTONE PH: 605-255-4384

Get wristbands for Unlimited fun!

Wristbands are valid for a full 24 hours following their activation.



JOIN US: JUNE 3-7

VBS



SUMMER
SCHOOL
SHUTTLE
AVAILABLE



K5 - 8TH GRADE · 9AM - NOON · FREE EVENT

**FAMILY
FESTIVAL
FRIDAY
6:30 PM**

**MOUNTAINVIEW BAPTIST CHURCH
NEXT TO THE CUSTER AIRPORT
CALL FOR TRANSPORTATION
605-673-2498
MOUNTAINVIEWBAPTISTCUSTER.COM**

**MISSIONARY
SOLOMON
GINSBURG**



**& THE
BRAZILIAN
GIANT**



South Dakota Enhanced Conceal Carry Class

This is a One day Class

Saturday June 8th 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

5/28/2024



ZONTA

CLUB OF
THE SOUTHERN
BLACK HILLS

June 8, 4-9pm
@Custer Beacon

ZONTA Fest

Musica Romantica de Mexico

@4:15pm

Sultry Shimmy Dancers

@6pm

Gumbo Lilies Band

@8pm



Artists/Vendors
Silent Auction
Gift Card Raffle
50/50 Raffle

5/16/24



2 WEEK PROGRAMS

GROWING ROOTS
SUMMER SESSIONS

Sun-Dappled Days, Stick Shelters, and Mud Pie Masterpieces: Treat your child to a summer



ABOUT
GROWING ROOTS
SUMMER SESSIONS

FULL DAY (8-4): \$400/SESSION
HALF DAY (8-12 OR 12-4): \$250/SESSION

outdoors!

Session 1: June 3 to June 14 Session 3: July 8 to July 19
Session 2: June 24 to July 3* Session 4: July 22 to August 2

*20% Discount

Sign up for multiple sessions! Each one is different!

Screen-Free
Summer

Mixed Age
Play

Nature's
playground

Full or Half Days

For 3-8
Years Old



REGISTER NOW

More info:
GrowingRootsSD.com
GrowingRootsSD@gmail.com

EARLY DROP OFF (7:00 TO 7:30 AM) - \$25/SESSION
LATE PICK UP (4:00 TO 5:30 PM) - \$25/SESSION

BENEFITS:

- **Mixed Age Groups** foster social and learning interactions between older and younger children. Big kids teach, little kids reach.
- **Unstructured Outdoor Play and Nature Exploration** develops gross motor skills, creativity, problem-solving, and collaboration.
- **Tinkergarten Classes** incorporate elements of STEM through engaging activities, fostering a love of nature and learning.
- **Blend of Structured Learning and Unstructured Exploration** provides opportunities for children to follow their interests, experiment, and learn through firsthand experience.



REGISTER NOW

More info:
GrowingRootsSD.com
GrowingRootsSD@gmail.com



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

Thursday, June 13th, 2024

9:30 a.m. – 5:00 p.m.

@

Custer City Masonic Lodge #66
220 N. 6th St., Custer, SD 57730



Blood Drive

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!**

5/23/24



HOSTED BY:
YMCA of Rapid City





Liberty Center YMCA
Custer YMCA



JUNE 13—16 2024

SOUTH DAKOTA REGIONAL

SENIOR GAMES

Ages 50+

REGISTER TODAY!

Mental AND Physical
games include:

**Cribbage, Spelling, Chess,
Cornhole, Pickleball,
Basketball, Strength &
Weightlifting, Running/
Power Walking,
Swimming & MORE!**



GOLD SPONSOR:



REGISTER BY JUNE 6.
Questions?
Contact (605) 791-0400
or email events@rcymca.org

For More information



Custer Senior Center's

Father's Day Raffle

Tickets will be sold from **April 4th to June 14th**

\$5 for 1 Ticket OR \$20 for 5 Tickets

Drawing will be **June 14th @2:30PM**

Attendance is not required for the drawing



What will be included in this raffle?

- Pit Boss Grill & Smoker
- Gift Card for \$50 to spend at Lynn's Dakota Mart





South Dakota Enhanced Conceal Carry Class

This is a One day Class

Saturday June 15th 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 by e-mail at
southernhillstactical@gwtc.net

5/28/2024



Summer Festival

CORN HOLE TOURNAMENT
CENTER'S ANNUAL BAKE SALE
KIDS ACTIVITIES & GAMES

\$10 corn
hole entry
fee

GAMES:

Adult Corn Hole Tournament
Kid's Mini Corn Hole Tournament
Kid's Fishing for PRIZES
Kid's Coloring Station

TOURNAMENT
WINNING PRIZE:
\$50 LYNN'S GIFT CARD
1 STATE PARK PASS
1 BLACK HILLS PARKS &
FORESTS ASSOC. PASS
CAMPING TENT
S'MORES KIT

June, 22nd 2024
AT THE CUSTER SENIOR CENTER

1PM TO 4PM

538 Mt. Rushmore Rd Custer, SD 57730

FUNDRAISING EVENTS ARE VERY IMPORTANT TO KEEP THE SENIOR CENTER ALIVE. THEREFORE, WE WILL BE CHARGING \$10 EACH PERSON OR \$20 PER TEAM TO ENTER THE ADULT CORN HOLE TOURNAMENT. THE CENTER WILL ALSO BE SELLING BAKED GOODS FOR OUR ANNUAL BAKE SALE. NO ENTRY FEE FOR KIDS.



5/16/24



WELCOME TO BEGINNER CLIMBING

GETTING STARTED CLIMBING CLASS MAY 5TH @ 1PM

COST: FREE

LOST CABIN BREWERY, HILL CITY BEER GARDEN

WHAT WE WILL COVER:

Grab a drink and relax while you learn the basics to get started climbing! This workshop taught by Sylvan Rocks Climbing School will cover gear, safety tips, where to go, and advice on what they wish they knew when they were getting started.

REGISTRATION REQUIRED: REGISTER ONLINE AT BLACKHILLSPARKS.ORG



DISCOVER CLIMBING COURSE JUNE 23RD @ 8AM

COST: \$110 (AGES 18 & UP)

SOUTH DAKOTA OUTDOOR SHOP & SYLVAN LAKE, CUSTER, SD

Do something you never imagined you could!

This four-hour Discover Climbing Course is a great first experience climbing on real rocks.

During this course, you will learn the basics of rock climbing. Your guide will teach you how to move effectively on the rocks, and the basic skills needed such as tying into the rope and belaying a partner on top rope.

**REGISTRATION REQUIRED: MUST CALL SYLVAN ROCKS TO REGISTER (605) 484-7585
MENTION YOU ARE A PART OF THE SHEJUMPS & BHPFA DISCOVER CLIMBING COURSE**



5/16/24





Custer County Courthouse Art Gallery

**420 Mount Rushmore Road, second floor
Custer, SD**

Exhibition of art by

APRIL REED

**Paintings of the Black Hills flora and fauna
displayed through June 28, 2024**

Endorsed by Custer Area Arts Council.



**CUSTER AREA
ARTS COUNCIL**

5/28/2024



South Dakota Enhanced Conceal Carry Class

This is a One day Class

Saturday June 29th 2024 9:00am to 4:30pm

Basic Pistol Class.

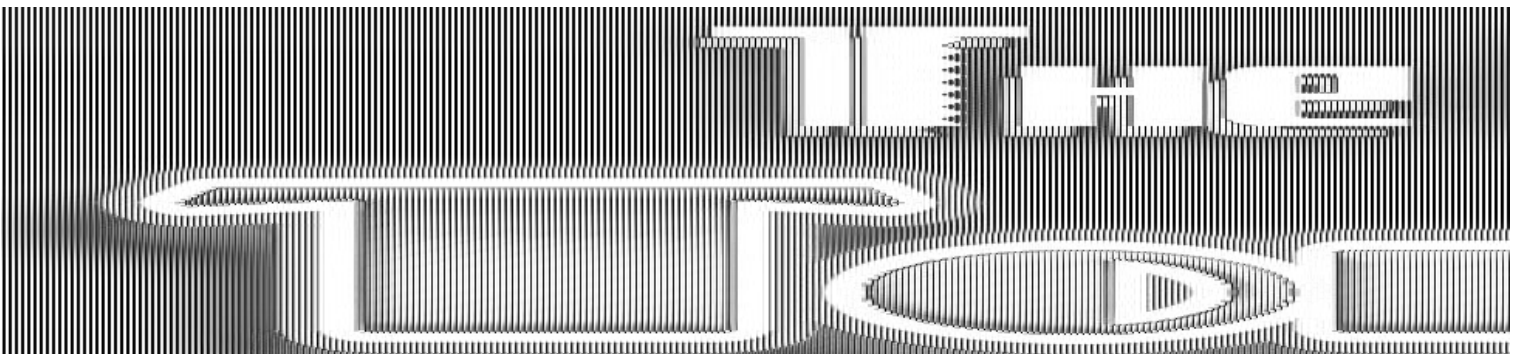
This class is for new and intermediate shooters. It will cover sight alignment, stance, trigger control and much more.

Class size is limited so register early.

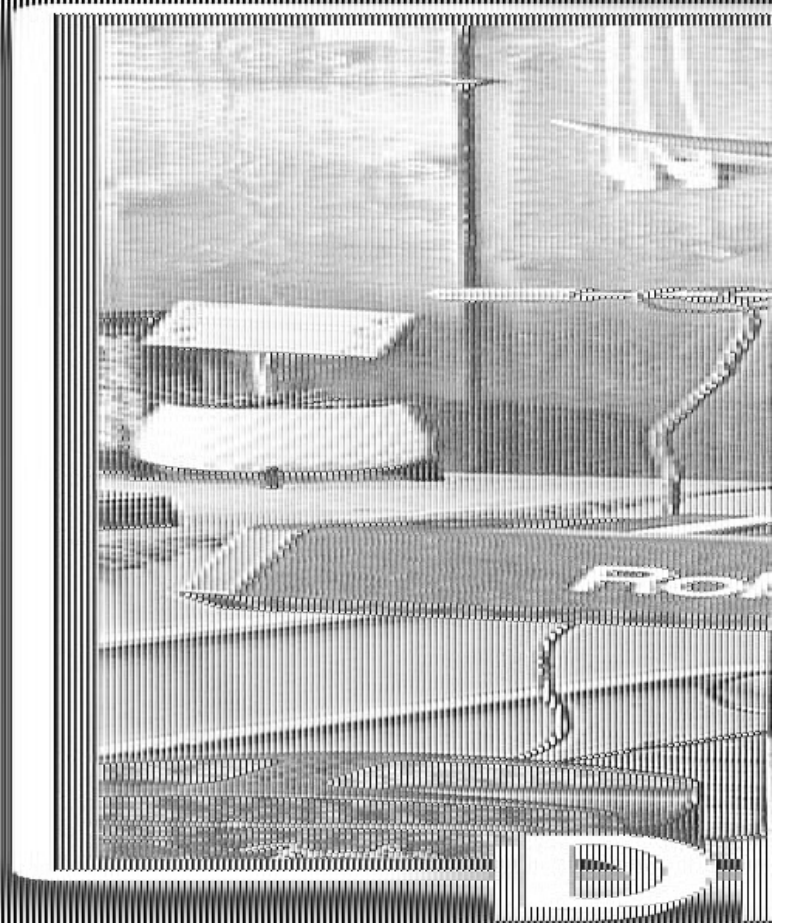
For additional information or to register for the class you may contact the instructor at **echo.ft.sd@gmail.com**, contact us at

605-673-3222 or by e-mail at

southernhillstactical@gwtc.net



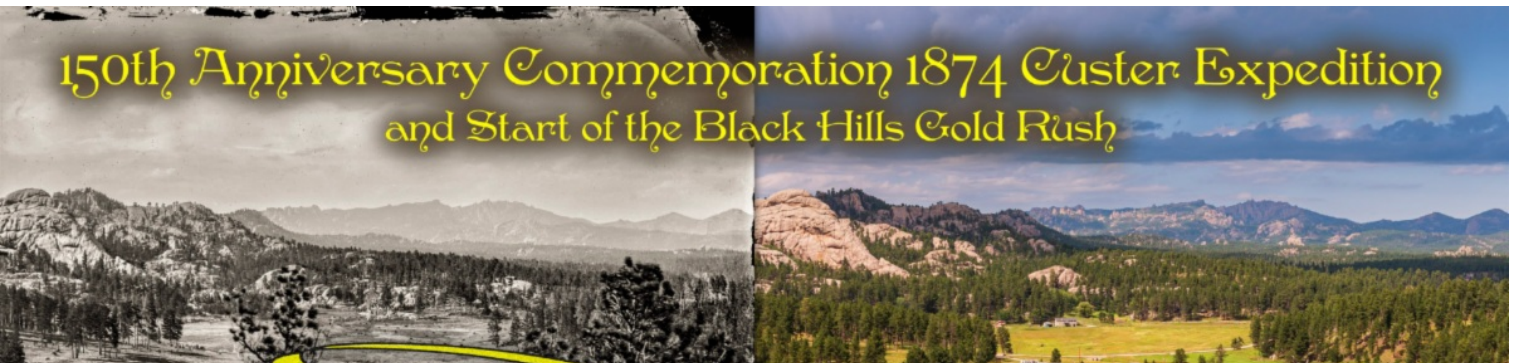
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5/30/2024

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





July 21, 2024 on historic camp site 3 miles east of Custer, SD.

Tentative schedule: 10 a.m.-noon—Presentations at Custer High School. Noon-5 p.m.—Events on the site pictured.
Gold panning, reenactors, historic photography, music, Native American culture, blacksmithing and more!

Free admission — Official Gold Discovery Days event.

Donations and sponsorships benefit Custer County Historical Society and BHSU's Case Library
Sponsorship awards and more info at www.bit.ly/4c0XdQc or email horsted@gwtc.net or call 605-673-3685.



SOUTH DAKOTA STATE HISTORICAL SOCIETY

©PAULHORSTED.COM

Aug. 1-5, 1874

1874 Black Hills Expedition Photo Site — "Permanent Camp"

Aug. 5, 2020

Visit our Website

ANNOUNCEMENTS

Crazy Horse Memorial® kicks off the 2024 Cultural Programming Season

May 8, 2024 – Crazy Horse, SD

CRAZY HORSE – Cultural Programs for the 2024 season have commenced at Crazy Horse Memorial®. Visitors can look forward to a variety of artists, performers, storytellers, and culture bearers, both familiar favorites and new talents.

Daily performances are making a comeback! From May 20th to September 28th, guests can enjoy nearly 800 performances with a variety of cultural and artistic expressions including traditional and contemporary song, dance, and storytelling. During May 20th-26th and September 1st-28th, there will be 45-minute dance performances exclusively. From May 27th to August 31st, expect 45-minute dance performances paired with new 30-minute music showcases. Every day, visitors will have seven chances to enjoy these cultural performances! Visit our website for more details and schedule.

From May 1st to October 5th, guests can explore the Native American Educational and Cultural Center® to engage with the Artists in Residence or participate in hands-on projects and demonstrations with artists from the Living Treasures program during the following dates: May 26-June 1 (Bead working), June 30-July 6 (Miniature Deer Hide Shields), July 28-August 3 (Gourd Dolls), September 1-September 7 (Clothespin Dolls), and September 29-October 5 (Monotype Demonstrations).

Additionally, the popular guided hike, Mahkoche Kin, returns for the 2024 season. Led by artist and Oglala Lakota College Faculty Member, Darrell Red Cloud, this educational one-mile walk explores the significance of Crazy Horse Memorial® in the Black Hills and its importance to the surrounding tribal nations. Mahkoche Kin offers a unique perspective on the Black Hills from an Indigenous viewpoint, sharing cultural insights from the Lakota People. Weather permitting, the hike takes place at 10:00am and 2:00pm on select dates: May 10 and 24, June 21, July 12 and 26, August 2 and 30, and September 6 and 20.

As always, these programs are no additional cost when you visit Crazy Horse Memorial®!

For more information, please visit www.crazyhorse.org and follow Crazy Horse Memorial® on all social media and/or contact Amanda Allcock at 605-673-4681 or email Amanda.Allcock@crazyhorse.org.

About the Crazy Horse Memorial Foundation

The Mission of Crazy Horse Memorial Foundation is to protect and preserve the culture, tradition, and living heritage of the North American Indians. The Foundation fulfills its mission by continuing the progress on **CRAZY HORSE MEMORIAL®**, the world's largest mountain sculpture; acting as a

5/29/2024



NEW SEASONAL HOURS

MONDAY - SUNDAY

10AM - 7PM

507 MT RUSHMORE RD. CUSTER, SD

5/30/2024



Come Shop the
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IN THE HILLS

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SD merchandise

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Jonni Hertel joins The Indian University of North America®

May 16, 2024 – Crazy Horse, SD

CRAZY HORSE – The Crazy Horse Memorial Foundation is pleased to Welcome Jonni Hertel to her new position as Associate Director of The Indian University of North America® of

Crazy Horse Memorial®.

Jonni Hertel (Cheyenne River Sioux), received her master's degree from Southwest Minnesota State University, and was awarded the 2023 Crazy Horse Memorial® Educator of the Year Award for recognition of her dedication within the Rapid City Area Schools. She has always had a passion for education, from lessons instilled by her family, and from her own experience in moving from her reservation and transitioning to a new school as a young child.

Jonni is a visionary and one of the first educators in the Black Hills area to implement the Oceti Sakowin Essential Understandings and Standards within her classroom, as well as founding the General Beadle Wacipi, and an art auction fundraiser for student afterschool programs. Seeing what students bring out of her classroom and into the community has been one of the greatest highlights of her career. She is certain to enrich the experience of all students at The Indian University of North America®.

Crazy Horse Memorial® CEO, Whitney Rencountre II proclaims, "We are excited to welcome Jonni Hertel to The Indian University of North America®. Jonni's commitment to educating Native American students and providing them with the tools needed to be successful in their educational journey aligns with the Memorial's commitment to growing the next generation of Native American leaders."

For more information, please visit www.crazyhorse.org and follow Crazy Horse Memorial® on all social media and/or contact Amanda Allcock at 605-673-4681 or email Amanda.Allcock@crazyhorse.org.

About the Crazy Horse Memorial Foundation

The Mission of Crazy Horse Memorial Foundation is to protect and preserve the culture, tradition, and living heritage of the North American Indians. The Foundation fulfills its mission by continuing the progress on [CRAZY HORSE MEMORIAL®](#), the world's largest mountain sculpture; acting as a repository for Native American artifacts, arts and crafts through [THE INDIAN MUSEUM OF NORTH AMERICA®](#), and the Museum's Native American Educational & Cultural Center®; and by establishing and operating [THE INDIAN UNIVERSITY OF NORTH AMERICA®](#).

5/29/2024

**MULTI
PURPOSE
PROPERTY**



PROPERTY

FEATURES

- ✓ Studio apartment
- ✓ Large store-front showroom
- ✓ Work bay with overhead door & storage

\$410,000

Contact Jeff @ 605-673-1518



675 Mt. Rushmore Rd. Custer, SD

5/16/24

Highly Anticipated Annual Spring Volksmarch at Crazy Horse Memorial®

May 28, 2024 – Custer, SD

The Annual Crazy Horse Memorial® Volksmarch is the most popular organized hike in the United States with 15,000 participants in a record year. Thanks to an overwhelmingly positive response in 2023, the 5k and 10k route options will remain available to hikers. Spring Volksmarch will be one day only: Saturday, June 1st. Hikers follow dirt trails and gravel roads up to the Crazy Horse Mountain Carving before getting the chance to examine the Carving up close, including Crazy

Mountain Carving Crew getting the chance to start the carving process, including Crazy Horse's nine story-high Face and newly completed extended Hand, which was dedicated at the 75th Anniversary in June 2023. The Mountain Carving Crew continues to work on the world's largest sculpture in progress almost daily, meaning every Volksmarch gives participants the opportunity to see the changes for themselves. This family event is sponsored by the Black Hills Chapter of the American Volkssport Association (AVA) and hosted by Crazy Horse Memorial®.

In memory of the late Ruth Ziolkowski, admission to the Memorial for hikers will continue to be waived with a donation of three canned food items for the KOTA Territory Care & Share Food Drive; discounted admission for hikers without the food donation, and regular admission still applies for non-participants. For the first time since the Volksmarch began over 30 years ago, the registration fee has increased beginning in 2024. Hike participants pay the American Volkssport Association's registration fee of \$4 per person, regardless of age. Parking is free, with courtesy shuttle buses operating between the outlying parking lots and the start-finish area.

Volksmarch dates for 2024 are June 1st and September 29th, mark your calendars! Advanced registration is not available; gates open at 6:00am, registration begins at 7:00am at the starting point in the Memorial's upper parking area and ends at 1:00pm. The hike itself starts at 8:00am and all hikers must be off the trail by 4:00pm. There are no late starts. Laughing Water Restaurant will be open for a breakfast buffet from 6:00am -10:00am. Water stations and port-a-potties will be located along the trail for your convenience.

For more information, please visit www.crazyhorsememorial.org and follow Crazy Horse Memorial® on all social media and/or contact Amanda Allcock at 605-673-4681 or email Amanda.Allcock@crazyhorse.org.

About the Crazy Horse Memorial Foundation

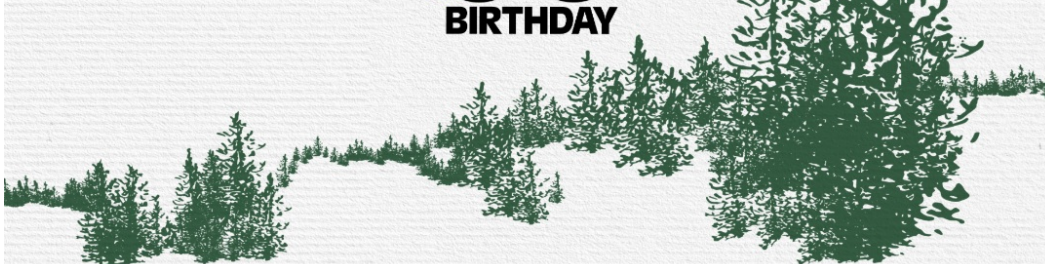
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5/29/2024

Smokey Bear's



BIRTHDAY



Coloring Contest

The Black Hills National Forest is hosting a coloring contest for our local children to celebrate Smokey Bear's upcoming 80th birthday!

www.fs.usda.gov/blackhills



Calling kids (age 4-15) in the Black Hills area ~ Smokey Bear is eager to see your artwork!

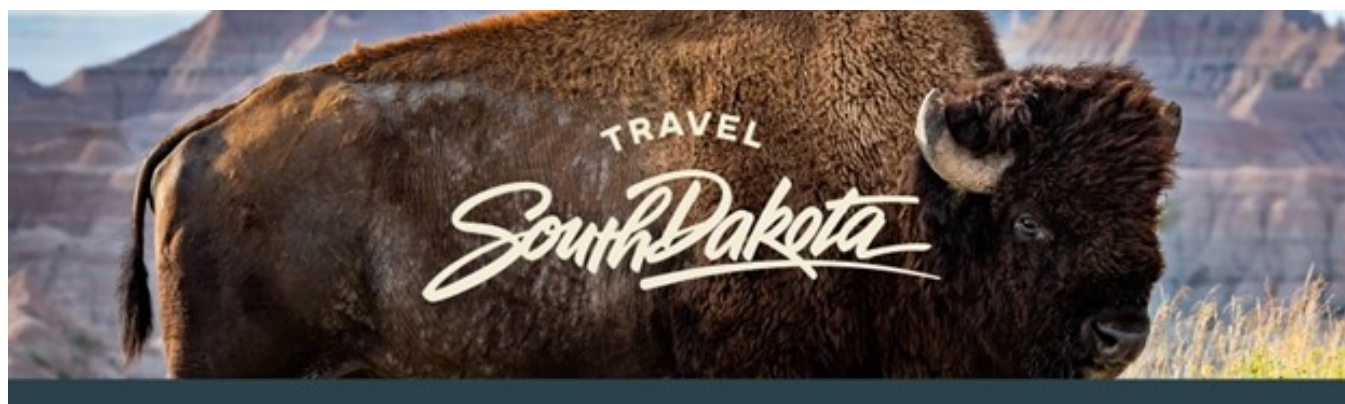
The Black Hills National Forest is hosting a coloring contest for our local children to celebrate Smokey Bear's upcoming 80th birthday.

Since 1944, Smokey Bear has been showing generations of Americans the importance of preventing unwanted human caused wildfires. Winning artists will receive a special prize from Smokey Bear on his 80th Birthday, August 9, 2024!

The competition is open to children in the general Black Hills area and will be judged by age group.

Learn more, including how to Enter, at: *Black Hills National Forest - Just for Kids (usda.gov)*

NEWS FROM THE STATE



Travel South Dakota's Summer Campaign Off to Hot Start

PIERRE, S.D. – With Memorial Day nearing, summer travel is on the minds of many, including those who have seen Travel South Dakota's newly launched iteration of "So Much South Dakota, So Little Time." The campaign is seeing early success, having already generated an estimated \$21.4 million in revenue through more than 97,200 hotel and flight bookings.

Launched in March, the campaign has generated 82 million impressions, reaching more than 9.7 million individuals. Web traffic to TravelSouthDakota.com is up 53% since the campaign launch.

Travel South Dakota's campaign seeks to remind prospective travelers of the joys that arise from letting go, following intuitions, and being spontaneous. This year's creative direction taps into nostalgia in a place where travel is less complicated and more raw and transformational.

"People are attracted to South Dakota's natural beauty, outdoor adventures, arts and culture, and the opportunity to experience the wonder and awe of authentic experiences," said James Hagen, Secretary of the South Dakota Department of Tourism. "Staying in front of target audiences with our message reminds people of the great places that await them in South Dakota, and that there is so much more to experience and explore in our state than most realize." Launched in March and continuing through October 2024, the "So Much South Dakota, So Little Time" peak campaign will continue to increase brand awareness, change perception, and drive qualified traffic to the Travel South Dakota website. The length of the campaign has been extended through October to prepare for seasonal shifts, take advantage of key travel planning timing, and reduce shoulder season gaps.

As video performance for Travel South Dakota's campaigns has been consistently excelling and this year's plan focuses on video content in a variety of lengths. Creatively, the campaign includes never-before-seen footage from across the state. To relate to the different audiences, there are several storylines. A consumer may follow a friend group's statewide adventure that goes from sailing in Yankton to a concert in Historic Deadwood; a family that goes from watching a rodeo to exploring the Children's Museum of South Dakota in Brookings; or a couple that goes from fine dining in Sioux Falls to rock climbing in the Black Hills.

The campaign aims to garner more than 138 million impressions regionally and 80 million impressions nationally across a mix of paid media channels including TV, video, audio, print magazine, out-of-home, podcasts, display, and paid social. Also in the mix are podcast host reads coming from Atlas Obscura, Bobby Bones, Hannah Brown, Office Ladies, and others. The out-of-home efforts are focused in Minneapolis, Minnesota and Denver, Colorado. Also new this year, Kansas City, Missouri has been added to the list of key markets.

Based on recent research from Longwoods International, the "So Much South Dakota, So Little Time" campaign is resonating with potential visitors as 63% were aware of the advertising and reported it improved their overall perception of the state. After exposure to the campaign, consumers reported increasing their thoughts as the state being "an exciting place," a "fun spot for a vacation," and a "must-see destination."

The "So Much South Dakota, So Little Time" peak campaign promises to restore the mystery in people's lives and offer summer travelers a chance to escape and leave feeling transformed and fulfilled.

For more inspiration and travel planning resources, visit TravelSouthDakota.com.

Tourism industry members looking to receive more information about the 2024 campaign can visit this [link](#).

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.

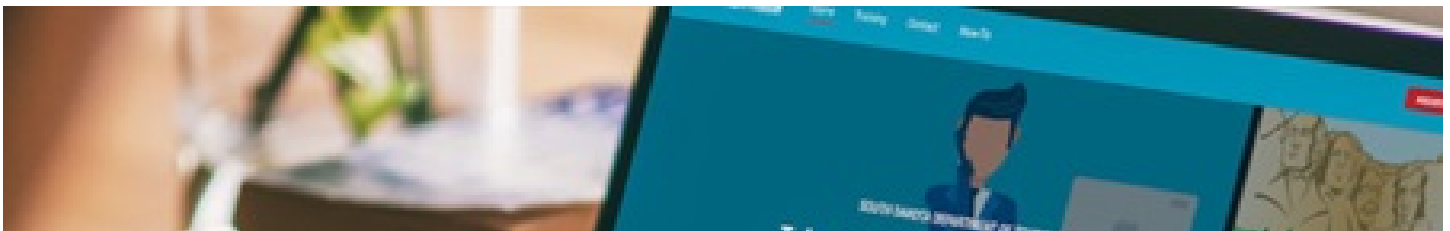
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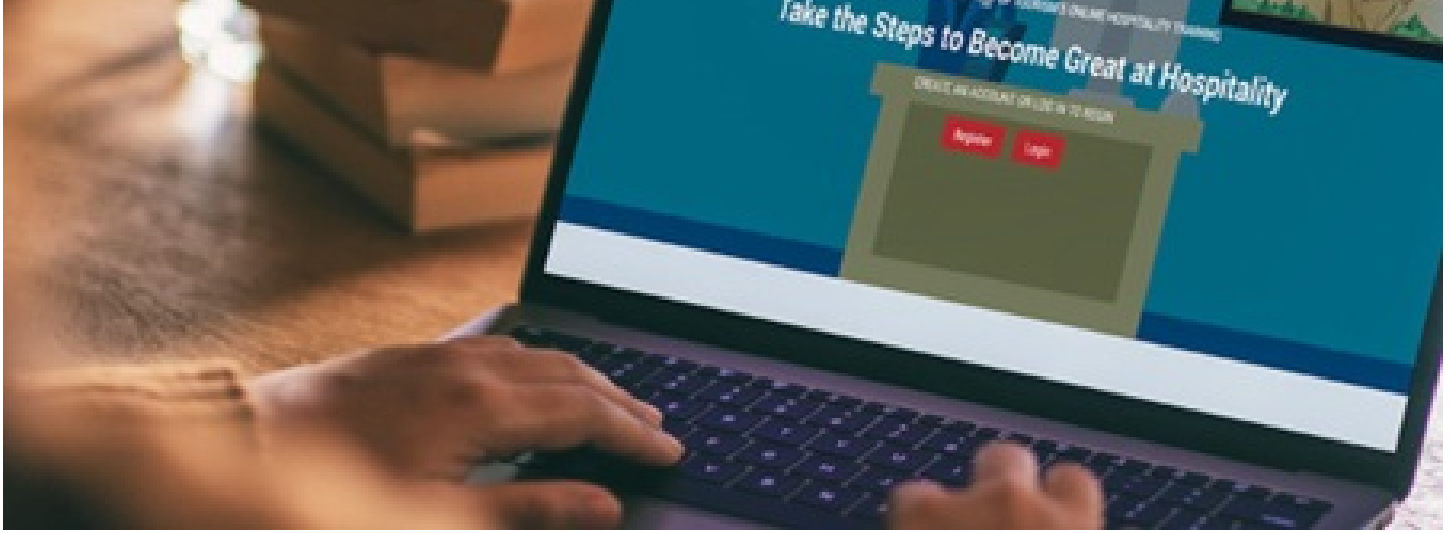
Media Notes:

For downloadable examples of the creative for the "So Much South Dakota, So Little Time" campaign, click [here](#)



MAY 2024
SDVISIT.COM





Greetings, Tourism Partners!

Travel South Dakota's *FREE Online Hospitality Training* continues to be a hit! The training was created for our travel and tourism industry partners as assistance in training their staffs, but it is available for any South Dakotan to utilize and it's available year-round.

The training includes 10 lessons ranging from dependability and communication skills to lessons on hygiene and cross-promotion of the state (and more lessons are in the works). Once all 10 lessons have been completed, the participant will receive a certificate.

Knowing time and resources vary for everyone, we've aimed to make this training as easy to access as possible. It's free, may be completed on any mobile device or desktop, can be paused and saved to complete at a later time, and may be taken more than once. It also counts towards the criteria for both our *Great Face Program* and *Great Place Program*.

For more information about the *Online Hospitality Training*, *Great Face Program* or **Great Place Program**, visit SDVisit.com or email Bailey.Tysdal@TravelSouthDakota.com.

All our best,

Jim and Team

PRESS RELEASE



Project Update

Friday, May 3, 2024

Current Conditions:

- Users of the roadway can expect delays of 15 minutes and the use of pilot cars and flaggers.
- Traffic is being diverted on two gravel diversions (a temporary at-grade roadway next to the original road).
 - Diversion 1 is approximately 3/4-mile north of the intersection of U.S. Highway 385 and Highway 44. A width restriction of 12 feet is in place.
 - Diversion 2 is immediately south of the Pennington-Lawrence County Line. A width restriction of 12 feet is in place.

Coming Up:

- Temporary fence installation will begin later this spring in the project area.
- Milling (removal of the existing pavement) will begin later in May, and users of the roadway can expect to be driving on loose dirt and gravel between S.D. Highway 44 and Pactola Dam through the summer.
- Complete road closures within the project area begin Monday, May 20, 2024 and conclude Saturday, July 12, 2024.

[View Construction Updates](#)

Road Closures Beginning May 20, 2024

- The Pactola North Boat Ramp will not be accessible during weekdays from Monday, May 20, 2024 through Friday, June 7, 2024 (accessible on weekends and Memorial Day from the north). After Friday, June 7, 2024, the Pactola North Boat Ramp will only be accessible from the north. Access will be available to the Pactola North Boat Ramp from all directions after Friday, July 12, 2024.
- Access to the Pactola South Boat Ramp will not be impacted during these closures. Boaters can access the South Boat Ramp via Highway 16/Highway 385 or Sheridan Lake Road/Highway 385.
- The posted detour will be S.D. Highway 44 and U.S. Highway 16. Locals may find alternative routes, but the SDDOT recommends travelers exercise caution when using non-maintained roadways.
- Emergency services are aware of these closures and are closely collaborating to provide response coverage.
- Non-closed areas within the project limits (Pennington-Lawrence County Line to Highway 44) will be under construction during closures.

PHASE 1 CONSTRUCTION

Spring 2024 - Winter 2025

WHAT TO EXPECT DURING CONSTRUCTION:



Pilot car lines and wait times



Rock blasting



Loose gravel road surface



Narrowed driving lanes



Large construction equipment



Temporary road closures



CLOSURE A

Boat Ramp to Pactola Dam

May 20 - July 12, 2024

Including Memorial Day Weekend

CLOSURE B

S.D. Highway 44 to Boat Ramp

May 20 - June 7, 2024

**Road open Friday at noon - Monday at 6 a.m. for boat ramp access*

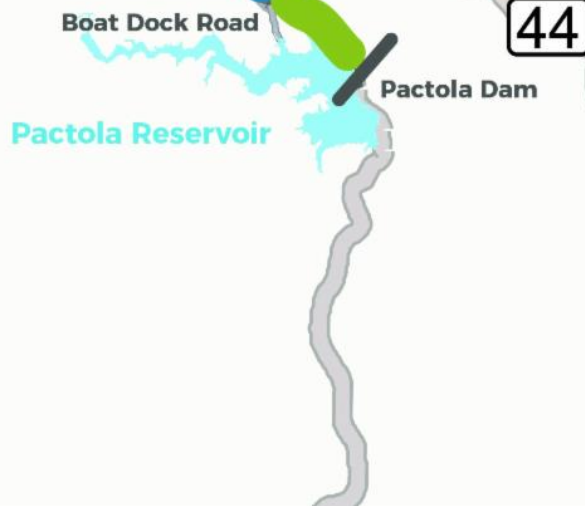
Memorial Day Access:

OPEN

Monday, May 27

CLOSED

Tuesday, May 28
at 6 a.m.



Construction Zone Reminders

- Follow posted speed limits in construction zones.
- Be aware of flaggers and other construction workers in the construction area.
- If you are following a pilot car, stay with the line, and do not stop or exit your vehicle in the project area.

Stay Connected

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

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

U.S. HIGHWAY 385 CONSTRUCTION

PENNINGTON-LAWRENCE COUNTY LINE TO SHERIDAN LAKE

FREE TEXT ALERTS:

Text "US385" to 605-566-4041



Mount Rushmore National Memorial News Release

For Immediate Release – May 3, 2024
Contact: Earl Perez-Foust
Phone: (605) 574-3115
Email: moru_information@nps.gov

Summer 2024 Activities and Hours Begin Memorial Day Weekend

KEYSTONE, SD -- Beginning May 24, visitors to the Memorial will have a variety of interpretive programming and experiences to choose from to enjoy their visit to this Iconic location. The Visitor Center and Information Center will be open from 8am until 10pm, and the Sculptor Studio will operate from 8am until 8pm through mid-August. The [NPS App](#) and [Operating Hours](#) webpage are available for visitors to use when planning their trip.

Activities throughout the summer range from daily ranger talks, sculptor studio presentations, cultural demonstrations, and the evening lighting ceremony. Rangers also walk the grounds to engage in informal conversations about the significance of the site and to assist with orientation. Park programming has been scheduled to give visitors to the Memorial the flexibility to plan their visit efficiently. Programs are occurring throughout the site at a variety of locations throughout the day. Each day is completed by the renowned lighting of the sculpture accompanied by a ranger talk and a short film. Visitors are encouraged to plan their visit to the Memorial by visiting the park website or inquiring at the Information Center upon arrival to the site. All programs are subject to change due to inclement weather and staff availability.

Interpretive programming is one of the fundamental services provided by National Park Service sites nationwide. Ranger programs provide an opportunity for visitors to connect emotionally and intellectually to their shared national heritage. Visitors are encouraged to explore their personal

intellectually to their shared national heritage. Visitors are encouraged to explore their personal connections to these sites through their engagement with park staff and other services provided at the Memorial.

For visit planning information, park operations, and to learn more, [visit the park website](#). Follow us on [Facebook](#) and [Instagram](#).

About the National Park Service: More than 20,000 National Park Service employees care for America's 429 national parks and work with communities across the nation to help preserve local history and create close-to-home recreational opportunities. Learn more at www.nps.gov and on Facebook, Instagram, Twitter, and YouTube.

Alt-text: A uniformed park ranger delivers a program in front of numerous visitors of various ages. The Mount Rushmore sculpture is framed in a window behind him and he is standing next to a smaller replica of it.

Image Credit: A. Rimstidt

Earl Perez-Foust, *he/him*
Program Manager
Interpretation and Education
Office: 605-574-3115
Mount Rushmore National Memorial



Black Hills Playhouse Announces General Admission Tickets Now on Sale for 2024 Season

All tickets are now [on sale](#) for Season 78 at the Black Hills Playhouse!

For Immediate Release

Black Hills, S.D. — General Admission tickets are officially on sale for summer shows held at the Black Hills Playhouse. The Black Hills Playhouse is holding its 78th season of performances this summer, with the 78th Season Kickoff on Sunday, June 9, 2024. Season 78, titled “Be a Part of Our Worlds—Farce. Fins. Fan. Forensics.” features four productions, *The Play That Goes Wrong*, *The Little Mermaid*, *The Best Little Whorehouse in Texas*, and *The Curious Incident of the Dog in the Night-Time*. A pre-season warmer, the Tatanka Teaser Cabaret, hits the stage for one performance only on Saturday, June 1 at 2:00 pm.

Along with general admission tickets, attendees can also purchase Buffalo and Baby Buffalo passes which offer

discounted tickets. The Playhouse is located in a gorgeous location in Custer State Park. If attending a performance, a Custer State Park pass is required. Custer State Park passes can conveniently be purchased online [here](#) or at the Snack Bar at the Playhouse.

The Black Hills Playhouse is one of the oldest-running summer stock theatres in the nation and has proudly offered audiences high-quality performances since 1946. Every year, auditions and interviews are held across the country, and an amazing cast and crew of professionals are hired from all over the United States. Each year alumni members return, as well as brand new faces to create a diverse company. Over the summer, the Black Hills Playhouse cast and crew build beautifully designed sets and costumes and rehearse to perform four unique plays, adding up to 58 total shows from June through August.

Pay-As-You-Can performances are available the night before each show opens. These performances are general admission and first come, first served.

Reservations are strongly encouraged. To read show descriptions, view dates, and purchase tickets for Season 78 at the Black Hills Playhouse, please visit <https://www.blackhillspayhouse.com/show-descriptions>, or call 605-255-4141 to work with a friendly customer service person.

BUFFALO PASSES — discounted flexible passes on sale now!

THE BLACK HILLS PLAYHOUSE PRESENTS SEASON 78

BE A PART OF
OUR WORLDS
FARCE. FINS.
FANS. FORENSICS.

THE PLAY THAT
GOES WRONG

by Henry Lewis, Jonathan Sayer, and Henry Shields

JUNE 9 - 23

Disney's
**THE LITTLE
MERMAID**

Music by Alan Menken; Lyrics by Howard Ashman,
Glenn Slater; Book by Doug Wright

JUNE 30 - JULY 14

THE BEST LITTLE WHOREHOUSE
IN TEXAS

THE CURIOUS INCIDENT
OF THE DOG IN THE NIGHT-TIME

Book by Larry L. King and Peter Masterson,
Music and Lyrics by Carol Hall

JULY 21 - AUGUST 4

based on the novel by Mark Haddon,
adapted by Simon Stephens

AUGUST 11 - 17

THE BLACK HILLS
PLAYHOUSE



BLACKHILLSPLAYHOUSE.COM • (605) 255-4141



Forest Service
U.S. DEPARTMENT OF AGRICULTURE

Black Hills National Forest

Forest Service News Release

Media Contact: Beth Doten, Public Affairs

(605) 440-0263

bethany.doten@usda.gov

<https://www.fs.usda.gov/blackhills/>



Black Hills National Forest Campgrounds and Seasonal Gates Scheduled to Open

Custer, S.D., May 13, 2024— Campgrounds on the Black Hills National Forest will open Friday, May 17 for first-come first-serve camping. Campsites that have been reserved will be available for use Wednesday, May 22.

The Forest offers 30 campgrounds with more than 680 individual sites. Many of the campgrounds are operated by a Forest Service recreation concessionaire, Forest Recreation Management, (FRM) Inc. Many campgrounds have on-site hosts who can help provide information about nearby trails and outdoor activities in the area. While electric, sewer, water hook-ups and showers are not available, most campgrounds have potable water and vault toilets.

The fees at campgrounds range from \$16 to \$28.50 per night. Group camping is also available with advanced reservations near Pactola Reservoir and Sheridan Lake.

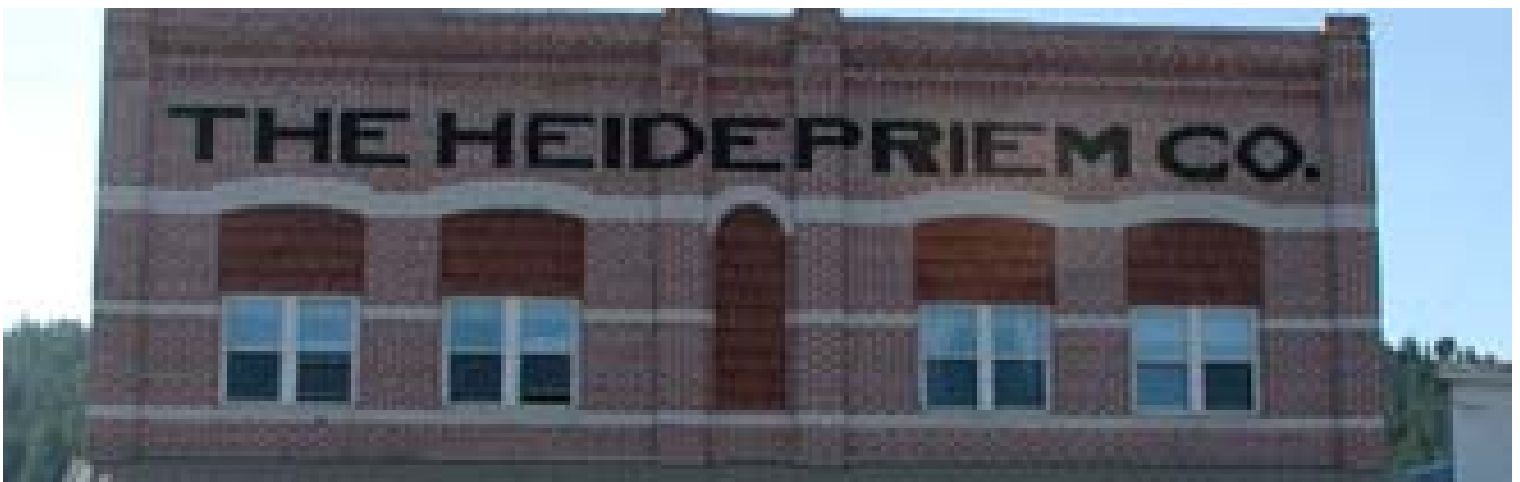
There are several horse camps available on the Forest designed for stock use. These sites offer extra room for trailers, corals for stock and riding trails nearby. If a horse campsite is not needed, there are many other campgrounds available across the Forest.

To reserve most Black Hills National Forest campsites, visit <http://www.recreation.gov/> or call Toll Free 1-877-444-6777. Due to high demand, reservations are recommended and can be made up to 180 days in advance.

Seasonally closed gates on the Black Hills National Forest are scheduled to open on Wednesday, May 15. They are identified on the current [Motor Vehicle Use Map \(MVUM\)](#).

Riders are encouraged to observe [Tread Lightly principles](#). Driving on soft surfaces or where rutting has been observed should be avoided until drier conditions prevail. Roads and trails in the hills may be unsuitable for driving until they dry out from recent moisture. Additional tips include knowing the basics of trail etiquette, knowing the regulations and laws for operating motor vehicles, practicing good stewardship while sharing trails with others, and respecting private property by keeping speeds and dust low around homes, and nearby ranches.

printable copy





Custer Senior Center

June Activities



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

WEEKLY INSPIRATION

*"The best views come after
the hardest climb"*





HELP WANTED



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Seasonal May-September**

Starts at \$18/hr. starts immediately

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soakinhotsprings@gmail.com**

5/2/2024





**WE'RE
HIRING**

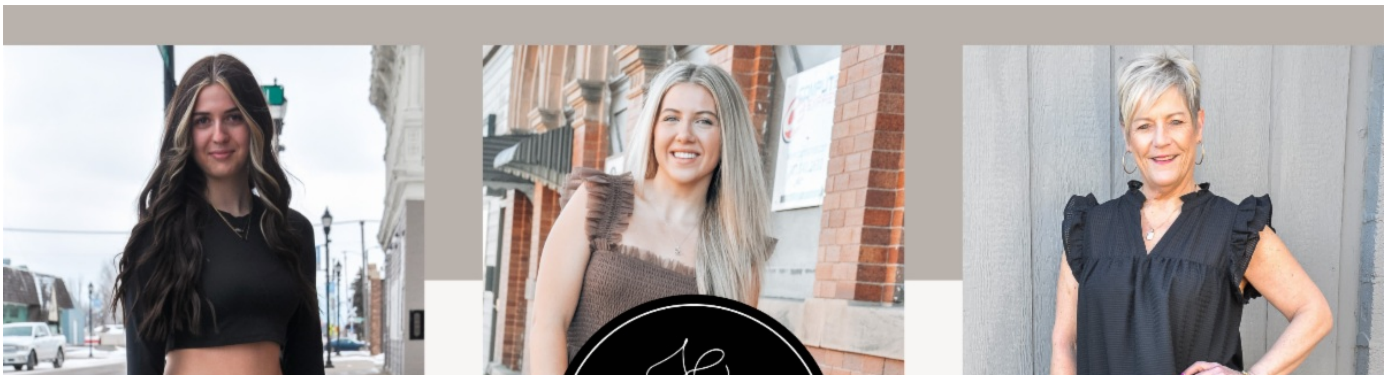
Custer County Historical Society 1881 Courthouse Museum

Custer County Historical Society is accepting applications for the position of Museum Director to help shape the museum's future & increase the museum's value to the community. The purpose of the 1881 Courthouse Museum is to collect, preserve, exhibit, research and publish material for the study of history in Custer County and the adjacent Black Hills area.

Working closely with the Board of Directors, the Museum Director oversees all aspects of the organization's day to day operation. The museum is open to the public May through September. Year-round position - reduced hours during the off-season.

For the full job description email

1881courthousemuseum@gwtc.net • 605.673.2443



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



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ALL SHIFTS CUSTOMER SERVICE
SALES EXPERIENCE
GREAT PEOPLE SKILLS**



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:](#)

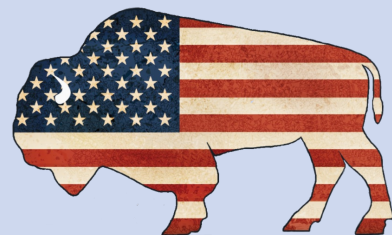
Our Address:

615 Washington Street
Custer, SD 57730

Phone Numbers:

605-673-2244
800-992-9818

dmurray@custersd.com / custersd.com



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