



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

WHY AGILITY IS ONE OF THE MOST IMPORTANT THINGS

IN YOUR MARKETING



The market is volatile. No, we're not talking about stocks. The needs and desires of your audience are evolving, and your business marketing needs to follow suit. If you're not practicing agile marketing, you're going to fall behind.

Agile marketing is one of the most crucial aspects of marketing for businesses today. It offers significant advantages in an ever-changing marketplace. And the public's expectations surrounding it (bet you didn't know they already expect agility in marketing) can mean a potentially costly mistake for businesses that aren't implementing it.

What Is Agile Marketing?

Agile marketing is the practice that allows marketers to adapt to changing environments, whether that be social media trends, customers' needs/desires, or responses using emerging technologies. When you are an agile marketing shop, you can make changes to your current campaigns quickly for the benefit of your customers and ideal audience.

If you're a solopreneur, you are likely already doing this. But as your company grows, and departments emerge, agility often becomes a larger task and must be purposely addressed.

Let's break that down...

Key Benefits of Marketing Agility

One of the main benefits of marketing agility is **rapid adaptation**. Companies with agile marketing capabilities swiftly respond and adapt to market trends, consumer behaviors, and emerging technologies. They are relevant and competitive in a fast-paced environment.

Agile marketing facilitates **quicker decision-making**, allowing teams to test and iterate strategies in real-time. They're more effective in their data-driven marketing efforts.

By emphasizing **flexibility and responsiveness**, agile marketing enables businesses to better meet customer needs and preferences. This customer-centric approach fosters stronger connections with target audiences and drives loyalty.

Companies that embrace marketing agility gain a **significant edge** over their competitors.

With agile marketing you can:

- deliver products and services faster
- capitalize on new opportunities
- effectively respond to customer feedback
- have more fun with social media trends while gaining greater reach

It may seem like a small thing but having a team that can identify trends, create quick content, and exploit the trends can astronomically increase their audience overnight. Conversely, those that must run all marketing through multiple departments before getting approval will likely miss these opportunities for greater visibility.

So, how do you adopt agile marketing practices? Isn't planning to be less of a planner an oxymoron?

Implementing Agile Marketing

To harness the power of agility in marketing, businesses should consider the following strategies:

- **Foster a Culture of Flexibility and Empowerment.** Encourage a mindset of continuous learning and customer-led marketing. Empower employees to make decisions based on your mission. It's difficult to be agile with multiple levels of signoffs required.
- **Leverage Data and Technology.** Utilize real-time data analytics and advanced technology to enable personalized and effective marketing strategies. See the next section about Agility in Action for a real-world example of why this is important.
- **Work in Sprints.** Implement short, focused marketing campaigns to drive rapid progress and allow for frequent reassessment of effectiveness.
- **Promote Cross-Functional Collaboration.** Encourage communication and teamwork across different departments/areas to enhance problem-solving and innovation. Each of your teams may have a different view or knowledge of your target audience.

Agility in Action

Hurricane Helene impacted people in six states, nearly 200 people lost their lives (at the time of this writing), and over 150,000 households have applied for disaster assistance (this number is expected to rise rapidly over the next several days). The impact of this storm was much larger than most and if you market nationally, your marketing should've reflected this in some way.

Agile marketers tweaked or paused their messaging. Many large marketers did not. Facebook is a prime example of this. Although, to be fair, it was an ad from a business and not Facebook directly.

Facebook populated my stream with a paid post about swimming lessons when my street was underwater. While the irony (or perfect fit) made me laugh, it didn't do the business that had paid for the ad any favors. They should've paused it. (Of course, the day after the flood receded my stream became home to all sorts of remediation and hardware store ads. The algorithm was working overtime that day.)

Next, I saw major retailers email (and text) marketing to my area with the same marketing campaigns they had been running prior to the storm.

With today's access to data, this made them appear callous and clueless. More is expected of businesses because of technology. Perhaps if it had just been my little town impacted, I wouldn't have thought anything about their campaigns but since six states were involved, they looked like a prescheduled business with no one behind the wheel.

When there is a major news event (flood, fire, school shooting, or other devastation), at the very least, review the content of your prescheduled social media posts. You don't want to post about it being a lovely beach day in the middle of a devastating hurricane, for instance. Email campaigns should also be assessed.

Marketing agility can help you from making a PR blunder when marketing nationally. It is a critical factor for business success. People know you have the data; they expect you to use it for good.

Many businesses have spent years collecting data. They've used to personalize their marketing. Because of this, they've created an expectation around personalization. If you have embraced personalization to get your customers' attention, you need to be prepared to use it for assistance as well.

By implementing agile principles, you can enhance your business' adaptability, improve customer engagement, and gain a competitive edge. As the business landscape continues to evolve with new tech, the ability to pivot quickly and effectively will remain a key differentiator for successful organizations and help humanize your business as well.

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 believes the world would be a better place if we all had our own theme song that played when we entered the room. What would yours be?

Twitter: @christinagsmith

Facebook: @tellyourstorygetemtalking

LinkedIn: @christinagsmith



Dawn Murray
Executive Director

Meet the new staff

Hi, I am Rachelle Woodford. I was born and raised in the Custer community and am happy to be back home to the beautiful Black Hills and closer to family. I have a daughter, Autumn, who is attending school, working in home health, and taking nursing courses in Gillette. I enjoy spending time with my horses from barrel racing to raising foals. You can find me with family and friends when I'm not with my horses.

I look forward to working at the Custer Chamber of Commerce and becoming an active community member.



IMPORTANT ANNOUNCEMENTS

CHAMBER STAFF

Dawn Murray

Executive Director

dmurray@custersd.com

Fred Baumann

Information Associate

Last chance to comment on the Community Campus options! Survey closes on Friday October 11th.

fbaumann@custersd.com

Pat Hattervig
Information Associate

phattervig@custersd.com

Adrianna Burgess
Administrative Assistant

assistant@custersd.com

Rachelle Woodford
Office Assistant

bytes@custersd.com

Joel Behlings
Information Associate

info@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

Julie Jenniges - City Liaison
Mark Naugle - School Liaison

Lydia Austin - CSP Liaison

CUSTER COMMUNITY CAMPUS MASTER PLAN SURVEY



[Take Survey](#)

Tunnel Inspections

Please be aware of the upcoming tunnel inspections scheduled for the week of October 7-10, 2024 by SD-DOT.

Below is the DOT inspection schedule:

- Monday, Oct. 7:

- Doane Robinson Tunnel, CC Gideon Tunnel, and Scovel Johnson Tunnel on Iron Mountain Road
- Iron Mountain Road will be closed for the majority of the day

- Tuesday, Oct. 8:

- Hood Tunnel on Needles Highway (flaggers will guide traffic, minor delays expected)
- Needles Eye Tunnel and Iron Creek Tunnel on Needles Highway (section closed for the majority of the day)

- Wednesday, Oct. 9:

- Miner's Gateway Tunnel in Keystone (traffic diversion on Highway 16A, no delays expected)

- Thursday, Oct. 10:

- Makeup day for inspections delayed due to weather or other circumstances

Please note the traffic impact and plan accordingly:

- Iron Mountain Road: Closed on Monday
- Needles Highway: Section closed on Tuesday, minor delays at Hood Tunnel
- Highway 16A: Traffic diversion on Wednesday, no delays expected

American Center Road in Custer State Park Temporarily Closed

PIERRE S.D. – The South Dakota Game, Fish, and Parks (GFP) today announced that starting October 21, 2024, the east side of the Wildlife Loop Road in Custer State Park will be closed to vehicle traffic. This closure is necessary to facilitate the replacement of the bridge over French Creek. Barricades will be located at the French Creek Trailhead turnoff and the Wildlife Station Visitor Center.

The closure will allow for the safe and efficient completion of the bridge replacement project, which is expected to enhance the park's overall safety and visitor experience.

Visitors will still be able to access the west side of Wildlife Loop Road via the Blue Bell entrance on Hwy 87 South. This will enable continued enjoyment of the park's scenic drives, wildlife viewing, and outdoor recreation opportunities. The Custer State Park dump station, all interior gravels within the park boundary, and the Wildlife Station Visitor Center will still be accessible throughout the project. Weather-dependent, the east side of Wildlife Loop Road is expected to reopen upon completion of the bridge replacement project planned for mid-December.

Thank you for your patience and understanding as we work to maintain Custer State Park.

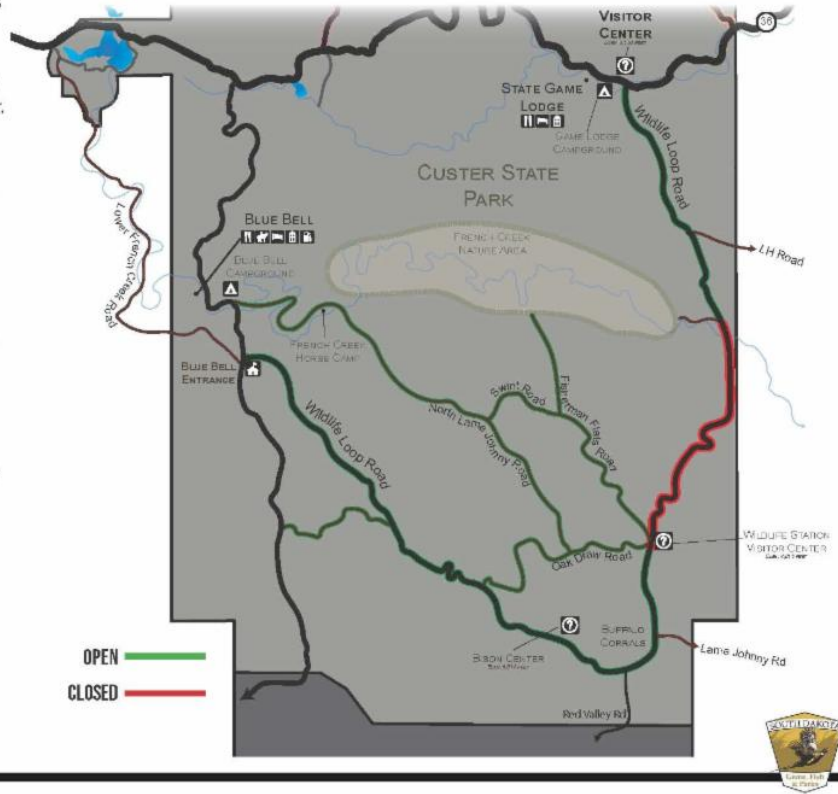
For up-to-date information on park closures and construction projects, please visit our website at custerstatepark.com or contact Custer State Park directly at custerstatepark@state.sd.us.

WILDLIFE LOOP ROAD CLOSURE

Beginning Monday, October 21, 2024 closures for the bridge replacement project on the Wildlife Loop Road will begin. The road will be closed at the turn off for the French Creek Trailhead to the Wildlife Station Visitor Center.

- Visitors must access the Wildlife Loop Road from the Blue Bell Entrance located on HWY 87 South
- Wildlife such as bison, burros, antelope and more will still be visible to guests while closures are in place.
- The Custer State Park dump station, all interior gravels within the park boundary will still be accessible during the entirety of the project.

Thank you for your patience and understanding as we work to maintain Custer State Park.



OPERATION BLACK HILLS CABIN

"A WAY TO SAY THANK YOU"

PO Box 855, Custer, SD 57730

605-517-1830

www.operationblackhillscabin.org

operationblackhillscabin@gmail.com

We at Operation Black Hills Cabin would like to say Thank You to these following businesses and individuals for their direct involvement in providing the Combat Wounded Veterans and their immediate families that are hosted by OBHC the most amazing respite possible! It is only because of each and every one of YOU that these families are able to have a care-free week to reconnect with each other, and be shown by our gratitude that what they fought for, and the permanent life-changing injuries they have sustained, were not in vain.

A Dude's Place	Adventure Rentals
Alpine Inn	Baker's Bakery
Bear Country USA	Beggin' Burro
Big Thunder Goldmine	Calamity Jane's
Christy Chamberlin & Bob Reich	Claw, Antler, Hide
Crazy Horse Memorial/Korczak's Heritage	Custer County Candy Company
Custer Chamber of Commerce	Custer County Chronicle
Custer County 1881 Courthouse Museum	Custer Dairy Queen
Custer/Hill City Quilt Guild	Custer State Park Buffalo Safari Jeep Ride
Custer State Park State Game Lodge	Custer's Last Stop
Dinosaur Museum	1880 Train
Evans Plunge	Four Mile Old West Town
Grizzly Gulch Mini Golf	Highmark Federal Credit Union
High Country Guest Ranch	High Mountain Outfitters & Altitude Gifts & Sweet Shoppe
Jenny's Floral	Mammoth Site
Lost Sock Laundry	Mary Swanson/Master Gardener
Mangiamo Pizzeria	Pizza Mill
Our Place	Pounding Fathers Restaurant
National Presidential Wax Museum, Holy Terror Mini Golf, Grapes & Grinds Coffee Shop	Purple Pie Place
Reptile Gardens	Rush Mountain Adventure Park
Rushmore Candy Company	Scotty & Phyllis Terral
South Dakota Outdoor Shop	Sprockets Fun Foundry
Sylvan Rocks Climbing School & Guide Service	VFW Post #3442
World Fossil Finder Museum, Good Karma, Stone Décor & Supply	Xanterra @ Mt. Rushmore
	YMCA of Custer

A huge Thank You to all the faithful volunteers –
the Board of Directors and their spouses,
the “Cabin Cleaners”, the “Treat Committee”,
the “Outdoor Maintenance Committee”,
the Business Involvement Committee,
the gift bag donators, and to ALL of you who donate financially!

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

October 17

Custer Chamber Annual Dinner

October 19

Ribbon Cutting
John Boys Texas BBQ

October 25

Custer Chamber Monster Mash

October 31

Custer Chamber Merchant's Trick or Treat

WEEKLY HUMOR





CHAMBER HAPPENINGS



Ribbon Cutting

CUSTER
Chamber of Commerce



JOHN BOYS
TEXAS BBQ

WHEN: SATURDAY, OCTOBER 19TH

WHERE: 25086 SHAMROCK RD

CUSTER, SD

TIME: 1 PM



Reminder!

Host a Chamber Mixer

Dates Available:

January 28th, 2025

November 20th, 2025

The time has come to start planning for next year's Chamber mixers!

Here are a couple of things to remember about the Chamber Mixers. You must be a member to host a mixer and you are welcome to co-host with your friend's businesses. We would love it if our new members would take part in hosting some of next year's mixers. Make sure to give others an opportunity if they want it. So talk to your friends and business partners and reach out if interested.

Contact Dawn Murray at:

dmurray@custersd.com or (605)- 673-2244 to set your date



Sponsors Needed



Grim Reaper - \$250

Bare Bones - \$150



Phantom - \$75



Sponsoring this event is an opportunity to showcase your business and show your community support.

Your sponsorship will be announced during the after party and printed on all published materials.

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

Custer Chamber
Presents

MONSTER MASH



10/25/2024
5PM-12AM

**CUSTER'S FIRST EVER MONSTER MASH WILL
BE TAKING PLACE THIS YEAR!
GET YOUR BUSINESS SIGNED UP TODAY.**

<https://www.custersd.com/Monster-Mash>

Monster Mash Poker Dash:

Sign your business up to create a Halloween selfie station for the poker dash. All guests have to do is take a selfie at your station and we will hand out cards at the beacon. We will also be having a contest for the best selfie station! The best selfie station will win an advertising spot for their business. The contest will be held on October 25th from 5pm to 12am. Get your business signed up today!

package for that business. The poker dash will last from 5 pm to 8 pm on October 25th.

If you want to participate email assistant@customersd.com your business name.



2011, 2014

Monster Mash Fall Decorating Contest!

The Chamber will be hosting a fall decorating contest this year for Monster Mash. You can get creepy or cute the choice is yours! The decorations will need to be out by October 25th for Monster Mash. Winners will be chosen and prizes will be given out.

If you want to sign up to participate email assistant@custersd.com



MERCHANTS TRICK OR TREAT

Thursday, October 31 4:00pm-6:00pm

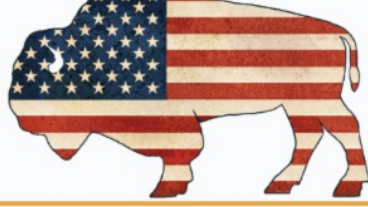
*Get your business
signed
up now!*



SIGN UP

Sponsored by:
Custer Area Chamber of Commerce
605-673-2244 - info@custersd.com





CUSTER

Chamber of Commerce

*We are now accepting nominations of
positive, enthusiastic and involved
individuals for the
Custer Area Chamber of Commerce
Board of Directors*

If you would like to nominate an individual, please
complete the Nomination Form attached below.

[Printable Nomination Form](#)



The Custer Area Chamber of Commerce

Thank you

for renewing your Chamber Membership

2025 Renewing Members

1. 1880 Train
2. 1881 Courthouse Museum
3. 21 Electric
4. A Walk in the Woods
5. Addiction Recovery Centers of the Black Hills
6. Aflac- Carol Perrigo
7. Al Cornella Refrigeration
8. ALPHA Builders, LLC
9. Altitude Gifts & Sweet Shoppe
10. American Family Insurance- Ronni Calvird Agency, Inc
11. American Legion Post 46
12. Art Expressions Gallery of Custer
13. Aspen +Pine Realty
14. Aspen Federal Credit Union
15. Bakers Bakery
16. Bavarian Inn
17. Beecher Rock Vehicle Storage
18. Best Western Buffalo Ridge Inn
19. Big Pine Campground
20. Black Hills & Badlands
21. Black Hills Balloons
22. Black Hills Burgers & Pizza Co
23. Black Hills Candle, LLC
24. Black Hills Chemical & Janitorial
25. Black Hills Electric Cooperative, Inc
26. Black Hills Energy
27. Black Hills Federal Credit Union
28. Black Hills Parks & Forests Association
29. Black Hills Pizza Hut
30. Black Hills Playhouse
31. Black Hills Power Bikes Rentals and Boutique
32. Body of Christ Ministry
33. Bradeen Real Estate & Auctions, Inc
34. Branch Construction Services, LLC
35. Buffalo Ridge Camp Resort
36. Buglin' Bull
37. Busy Ewe Farm & Fibers
38. Calamity Peak Lodge
39. Carr Electric Company, LLC

40. Carson Drug
41. Certified Folder Display Service, Inc
42. Chalet Motel
43. Chamberlain McColley's Funeral Home
44. Chapel in the Hills
45. Charley and Norma Najacht
46. Chief Motel
47. Christy Chamberlain & Bob Reich
48. City of Custer
49. Claw Antler and Hide Inc
50. Coca-Cola Bottling Company
51. Colleen Hennessy and Jim Frank
52. Comfort Inn & Suites
53. Craig Hindle Construction
54. Crazy Horse Memorial
55. Crossroads Church
56. Custer Ace Hardware
57. Custer Ambulance Service
58. Custer Area Arts Council
59. Custer Beacon, LLC
60. Custer City Masonic Lodge #66
61. Custer County Airport
62. Custer County Candy Company
63. Custer County Chronicle (SHP Holdings, LLC)
64. Custer County Conservation District
65. Custer County Democratic Party
66. Custer County Library Foundation
67. Custer County Republicans
68. Custer Dental Studio
69. Custer Golf Corp/ Rocky Knolls Golf Course
70. Custer Heating and Air Conditioning
71. Custer Lions Club
72. Custer Lutheran Fellowship
73. Custer Mile High Garden Club
74. Custer Mountain Cabins & Campground
75. Custer Mt. Rushmore KOA
76. Custer Piecemakers Quilt Guild
77. Custer Senior Center
78. Custer State Farm
79. Custer State Park
80. Custer Wolf, The
81. Custer YMCA
82. Custer's Gulch RV Park & Campground
83. Dacotah Bank
84. Dakota Greens- Custer Greenhouse & Nursery, Inc
85. Dakota Photographic
86. Days Inn
87. Days Inn
88. Deep Creek Art Gallery
89. Diane Dennis
90. Don & Arlayne Barmore
91. Double Diamond Ranch
92. Eagles Landing Lodge
93. Econolodge Custer

94. Edward Jones- Mark Koch
95. Edward Jones-Kris Zerbe
96. enCore Energy Corp
97. Feel Good Café
98. First Choice Lock and Key
99. First Interstate Bank
100. Floors and More Cleaning and Restoration
101. Four Mile Old West Town and Campground
102. Fred and Wendy Hlvala
103. Freedom Hills Wealth Management
104. French Creek RV Park and Campground
105. French Creek Supply- NAPA Auto Parts
106. French Creek Tree Fellers, LLC
107. Frontier Photo
108. George S Mickelson Trail
109. Gold Camp Cabins, LLC
110. Gold Pan Saloon/ Calamity Jane Coffee
111. Gold Valley Camp
112. Golden West Telecommunications
113. Good Karma Jewelry
114. Green Owl Media & Photography
115. Grizzly Gulch LLC
116. H & R Block
117. Harney Peak Chapter, NSDAR
118. High Mountain Outfitters
119. Highmark Credit Union
120. Hills Inn, The
121. Hjem A.M.
122. Holiday Inn Express & Suites
123. Homestead Carpet Care
124. Horatio's Homemade Ice Cream
125. Hounds Pugs and Hugs
126. Image 360 (formerly Signs Now)
127. J & M Lawn Care LLC
128. Jackie Hartwick
129. Jam Heating and Cooling LLC
130. Jenny's Floral
131. Jewel Cave National Monument
132. Jim and Patti Lee
133. John and Diana Carson
134. John and Marci Oconnell
135. Jon Gindhart, DC, PLLC
136. Jorgensen Log Homes Inc
137. K & S Stagecoach Stop
138. K2 Masonry & Concrete, Inc
139. Ketel Thorstenson, LLP
140. Kieffer Sanitation
141. Kitchens by Karla
142. Lampert Properties
143. Lasting Impressions Unlimited
144. Laurie Arthur, Inc.
145. Lenny Merriam CPA, CFE, PLLC
146. Lewis Realty/ KW Black Hills
147. LFC Veterinary Service, LLC
148. Living Outreach Church

148. Living Outreach Church
149. Lynn's Dakotamart
150. Maria's Mexican, LLC
151. McGas Propane LLC
152. Mickelson Trail Affiliates
153. Miner's Cup LLC
154. Moccasin Springs
155. Monument Health- Custer Hospital/Clinic
156. Mountainview Baptist Church
157. Mt Rushmore Brewing Co.
158. Mt Rushmore Brewing Company
159. Murray Auto Repair LLC
160. NARFE
161. Nelsons Oil & Gas
162. New Trails Ministry
163. Nielsen Enterprises, LLC
164. NXTLAW
165. Operation Black Hills Cabin
166. Our Redeemer Lutheran Church
167. Outlaw Ranch
168. Overland America Corp
169. PDQ Construction
170. Peaceful Meadows, LLC
171. Pine Rest Cabins
172. Pizza Mill
173. Pleasant Valley Farm & Cabins LLC
174. Plenty Star Ranch Retreat
175. Prairie Hills Transit
176. Purple Pie Place
177. Rabbit Bicycle Rental- Giddy up & Go Shuttle Service
178. Regency/ CSP Resorts (*State Game Lodge, Sylvan Lake Lodge, Legion Lake Lodge, Blue Bell Lodge, Rock Crest Lodge, CSP Jeep Tours*)
179. Reptile Gardens
180. Road Runner, Inc
181. Rock Solid Enterprises, LLC
182. Rocket Motel, LLC
183. Ronald McDonald Charities
184. RP Lumber Co Inc
185. Rush Mountain Adventure Park
186. Rushmore Photo & Gifts, Inc
187. Sander Sanitation Service
188. Sentinel Federal Credit Union
189. Servall Uniform and Linens
190. Sew What?
191. Shady Rest Motel
192. Shepherd of the Hills Evangelical Lutheran Church
193. Simon Contractors of South Dakota Inc.
194. Skogen Kitchen
195. Sousleys HillBilly Barbeque Catering
196. South Dakota Outdoor Shop
197. Southern Hills Animal Clinic
198. Southern Hills Law, PLLC
199. Southern Hills Title, Inc
200. Spokane Creek Cabins and Camp
201. Sprockets Fun Foundry

- 202. Star Ridge Advertisements
- 203. Starr Insurance
- 204. Steve & Yolanda Davis
- 205. Stockade Lake Cabins
- 206. Stone Décor and Supply
- 207. Studt Construction, Inc
- 208. Sturgis Mustang Rally
- 209. Sunset RV Park
- 210. Sunshine Storage
- 211. Sunshine Storage
- 212. Super 8
- 213. Sylvan Rocks Climbing School and Guide Service
- 214. Tallgrass Landscape Architecture
- 215. Tanglewood Estates
- 216. Tennyson Investments, LLC
- 217. The Blind Guy of the Black Hills, LLC
- 218. The Cruisin' Canvas
- 219. Thomas Home Improvement
- 220. Travel Custer
- 221. United Way of the Black Hills
- 222. USDA Forest Supervisor Office
- 223. Valhalla Legal, PLLC
- 224. VFW Post 3442
- 225. Vineyard Black Hills
- 226. Western Skies Real Estate
- 227. Wind Cave National Park
- 228. Windsong Valley Gardens
- 229. Workplace Disability Network of the Black Hills
- 230. World Fossil Finder Museum
- 231. Xanterra
- 232. Zonta Club of the Southern Black Hills



WELCOME
NEW MEMBERS!

Splish Splash Car, RV, and Dog Wash

HR Matchbook
Custer Valley Efficiency Living
Western Tire Chain, LLC
John Boy's Texas BBQ LLC
Edward Jones-Jared Slagle

Edward Jones varied single
Rise- Custer
DGR Engineering
Glen Erin Horse Camp
Custer's Rendezvous
Rapid Fire Protection
Black Hills Bronco Adventures
Sage Creek Grille

MEMBER SPOTLIGHT



2024 Custer Chamber

Member Spotlight

Branch Construction Services LLC



Address: 23855 Highway 385, Suite B, Hill City Phone: 605-574-2506 or 303-908-2825
Email: branchconstructionservices@gmail.com

☐☐MembershipMonday ☐☐

Today's membership spotlight is *Branch Construction Services*. Here is what the owners had to say about their business.

"Here at Branch Construction, we are a family-owned and operated business in South Dakota. We build all over the area and surrounding states. We specialize in custom homes and supplying our clients with the best modular homes! We have also been helping people in the area build metal buildings/shops. We strive for the best customer service and the best relationships. We are always happy and excited to help people and families achieve their building needs and forever homes!"

AREA EVENTS



Nonprofit Connections is a FREE workshop series created to support and help you build connections in the Black Hills area while you learn ways to improve your organization from subject experts.

FREE Nonprofit Workshop Series!

"Sustainability" has become a common word in nonprofit vocabulary, but do we truly understand its meaning? The books define it as the combination of structures, processes, and capacities that allow an organization to thrive over time. Yet, the question remains - how does a nonprofit make that happen?

We invite you to attend four progressive workshops that will help you to create a customized path to your nonprofit's sustainability. Through the series, you will complete a self-assessment and customized action plan to advance the health of your nonprofit.

2024-2025 Workshops: Sustainability for Nonprofits

October 4, 11, 18, 2024

Build a Sustainable Organization

January 10, 17, 24, 2025

Build a Sustainable Team

March 7, 14, 21, 2025

Build Sustainable Income

June 6, 13, 20, 2025

Build Sustainable Programs

Build a Sustainable Organization

Northern Hills



Oct 4

The Joy Center - Spearfish

11 AM - 2 PM

Lunch provided

Rapid City



Oct 11

TBC

11 AM - 2 PM

Lunch provided

Southern Hills



Oct 18

Custer County Library

11 AM - 2 PM

Lunch provided

Delivered by INP and generously sponsored by United Way of the Black Hills.

For more information & to register visit:
www.innovnp.com/npc-blackhills





South Dakota Enhanced Conceal Carry Class

This is a One day Class

Saturday Oct 12th 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



FIRECRACKER

Tuesday

TACOS - TEQUILA - TINGO

BINGO PROCEEDS WILL GO TOWARD THE CUSTER
VOLUNTEER FIRE DEPARTMENT JULY 4TH FIREWORKS FUND!

TUESDAYS - 6:30 PM
GOLD PAN SALOON





ALMOST ADULTING

Date: Tuesday, October 15, 2024

Location: Edward Jones Conference Room
27 N 6th St, Custer, SD 57730

Time: 6:30 - 8:00 PM

Cost: **FREE!**

Ages: 16 - Adult

Topic: The Voting Process

Instructors:

Custer County Auditor

Custer County Democrats

Custer County Republicans

RESERVE A SEAT TODAY!!

605-673-5134



Protecting the Future for
ACTIVE AND RETIRED FEDERAL EMPLOYEES



***CURRENT AND RETIRED
FEDERAL EMPLOYEES,
SPOUSES, AND SURVIVING SPOUSE
ANNUITANTS***

***OPEN SEASON OPEN HOUSE
BC/BS Rep Plus Info on Other Plans***

***Tuesday, October 15, 10:00 -2:00
US Forest Service Office, Custer***

***Hosted by: Chapter 2200, Southern Hills Chapter. National Active
and Retired Federal Employees (NARFE)***

**More Info? Hank Whitney, 605-673-3671/e-mail:
narfechapter2200@gmail.com
Ed Fischer, 605-673-2958**



**BIBLICAL
CITIZENSHIP**

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

BIBLICAL CITIZENSHIP
IN MODERN AMERICA

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

Know your Religious Liberties

Gain more Constitutional Knowledge

Learn Tangible Action Steps for Preserving Liberty

Be entertained, inspired, and educated

Learn the Biblical, Historical, and Constitutional Foundation of Freedom



SIGN UP TODAY TO ATTEND BIBLICAL CITIZENSHIP IN MODERN AMERICA!

BiblicalCitizens.com

BIBLICAL CITIZENSHIP CLASS - FREE!!

From the Patriot Academy

PLEASE REGISTER at:

www.patriotacademy.com/coach/register/8329

WHERE: Living Outreach Church
25189 US 385, Custer, SD

WHEN: Eight Sessions beginning October 3rd
(October 3, 10, 17, 24, 31 & November 7, 14, 21)

TIME: 6:00 - 8:30 pm

MORE INFO: Pat Baumann 307-359-9398

It's the return you have all been waiting for!

IMPACT LEADERSHIP CLASS

IS BACK! THIS FALL!

Custer Area Economic Development Corporation presents:

IMPACT Leadership

Developing leaders through mentorship, community engagement, and personal growth.

What?

Impact Leadership Development Class
sponsored by Custer Area Economic
Development Corporation

Who can participate?

Anyone who wants to improve or develop their leadership skills and/or become more involved and learn more about the leadership opportunities in our community.

When?

Every Thursday evening
from October 10th through November 21st
from 4-8 PM
(excluding Oct 31st)

Where?

TBD

Cost?

\$300 per person
Includes all class materials and meals
(scholarships available)

Limited space available!

Register via email:

Phillip.Abernathy@dacotahbank.com
or by calling Aleah at
605-786-7844

The **IMPACT Leadership Development Program** has been established to encourage and equip present and future leaders of our community. This program is hosted by:



For more information, please email:

Aleah Witt

aleahwitt@yahoo.com

Phill Abernathy

Phillip.Abernathy@dacotahbank.com

"Dig" into Paleontology National Fossil Day



The World Fossil Finder Museum

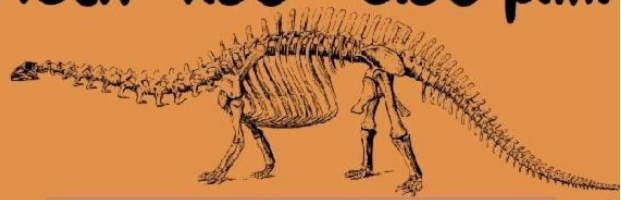
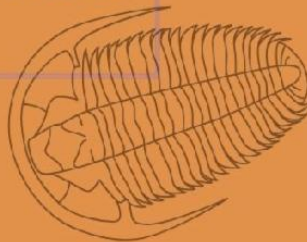
Wednesday, Oct 16th 4:30 - 6:30 p.m.



- Children's coloring contest
- Fossil Dig Pit
- Free museum admission
- Educational tables and booths
- Food and Beverages



Brought to you in Partnership
with Black Hills Parks & Forests
Association & The Nature
Conservancy



Join paleontologists, educators,
students, and many other partners
sharing their excitement of fossils
and highlighting their scientific and
educational value, as well the
importance of preserving fossils for
future generations.



The World Fossil Finder Museum is a non-profit
educational institution. 719 Jensen Hwy, Hot Springs, SD 57747



SOUTHERN HILLS
Nonprofit Workshop



Sustaining Your Organization

Friday
Oct 18

11:00 AM - 2:00 PM

Custer County Library

Lunch provided!



QR Code to Register

HEIRLOOMS: CREATIVE



CREATIVE WRITING WORKSHOP



LED BY DR. MOLLY BARARI

This free workshop offers writing prompts that inspire participants to craft fictional stories using vivid sensory details. Please bring a notebook and pen or a computer.


**SATURDAY
OCT. 19TH
1:00 PM
AT THE LIBRARY**



This program is made possible by a grant from the South Dakota Humanities Council, an affiliate program of the National Endowment for the Humanities

 Arts
Midwest





MAGDELENA FRACKOWIAK

ARTS MIDWEST WORLD FEST

A Moving Sound

Learn more at artsmidwest.org/worldfest

10/16: Community Vocal/Dance Workshop | 6 PM | Pine Room
Custer County Library

10/19: FREE COMMUNITY CONCERT | 7 PM
Custer Beacon

A Moving Sound's music transports the listener to a timeless, location-less space; a gorgeous combination of cultural traditions, innovation and artistic composition. The music stretches ears and minds just enough to make you feel like you've experienced something new, it taps deeply into your soul.

NATIONAL
ENDOWMENT  ARTS

A program of Arts Midwest, the 2024-2026 World Fest festival series was generously supported by the National Endowment for the Arts. Arts Midwest is also generously supported by the Illinois Arts Council Agency, Indiana Arts Commission, Iowa Arts Council, Michigan Arts and Culture Council, Minnesota State Arts Board, North Dakota Council on the Arts, Ohio Arts Council, South Dakota Arts Council, Wisconsin Arts Board, 3M, and individual donors and partners.



Southern Hills Tactical LLC
GUNS
OPTICS | AMMO | ACCESSORIES

South Dakota Enhanced Conceal Carry Class

This is a One day Class

Saturday Oct 19th 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

SHEJUMPS x BLACK HILL PARKS & FORESTS ASSOCIATION

MAP & COMPASS NAVIGATION

CUSTER | SD





Join BHPFA & SheJumps for a
2-part course to learn map
and compass navigation

October 20 & 27
\$25 9 am - Noon
Custer, SD

Skills taught include:

- Reading a topographic map
- How to use an orienteering compass
- Taking a bearing from terrain and maps
- Off-trail practice at Wind Cave National Park

SCAN TO REGISTER &
LEARN MORE



SheJumps and BHPFA welcome all women, transgender and cisgender, as well as non-binary people. This program is open to girls 12 and up, but they must be accompanied by an adult for the full duration of each day.

Black Hills Parks & Forests Association x SheJumps | www.blackhillsparks.org | 605-745-7020

GET BOOZED

AT GOOD KARMA JEWELRY

AT GOOD KARMA JEWELRY

MONSTER MASH PUB CRAWL

OCTOBER 25TH
OPEN 10AM-7PM



BEER &
WINE



SELFIE
STATION



507 MT RUSHMORE RD CUSTER SD

the



YMCA

FREAKY



**Saturday,
October 26 – 9AM**
at the Old Storybook Island shelter



Join us for a spooktacular time at the YMCA Halloween Freaky 5k!

This family-friendly event features:

- a fun 5k run/walk
 - a costume competition with exciting prizes
 - Mini Monster Dash (kids race)
 - and post-race festivities
- with delicious treats, music and games

Whether you're racing to beat your personal best or enjoying a leisurely walk in your most creative costume, there's something for everyone.

Proceeds from the event support YMCA programs, so Come out, Stay Active, and Celebrate Halloween with your community. It's going to be a scream!

YMCA Members \$9/Non-Members \$14

Register by October 5 to be guaranteed a spooky Halloween t shirt

REGISTER HERE →



thank you to our sponsors: BLACK HILLS ENERGY & CLIMATE CONTROL

**CLASSIC CAR
Trunk or Treat**

AND SHOW & GUNE

AND SHOW & SHINE



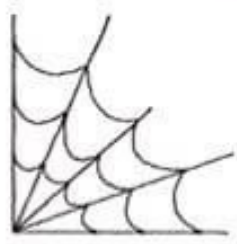
Thursday, October 31st
(during Merchant's Trick or Treat)

4-6PM

S&B Motor Parts



Bring your classic car and candy for the Trick or Treaters



Select-A-Gift
Benefit Event!

Silent Auction 5:30-7:15

Gift Cards, Baskets & More!

Moccasin Springs Mary Kay Allure Spa
Bath & Body Works Horatio's Dimock
Buglin' Bull Custer Wolf Calamity Jane's
1880 Train Bear Country Mangiamo's
Alpine Inn BH Jerky Our Place
and **Much More!**

Live Auction 6:30 pm

Rush Hockey Tickets
Burning Beetle Prints by Cait Irwin
Dahl Chainsaw Carvings
Load of Gravel from Mark Nielsen
Black Hills Balloons Ride
Lasagna & Cheesecake by Shelly E.
Tent Camping Package
Strider Bike & Scheel's GC
Dining & Experience Packages
and **SO MUCH MORE!**

Live Music!!

Music by Hanna & Kristyn

5:30 – 6:30

Sponsored by:
Jenny's Floral



LIVE AUCTION & Games

6:30 – 7:20

Auctioneer: Heath Lowry

The Wilt Brothers

7:30 – 10:00

Sponsored by:
Aspen + Pine Realty



November 2, 2024

5:00 – 10:00pm @ The Custer Beacon

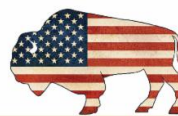


\$10 Suggested Entry Donation (kids under 16 are free). All proceeds go toward Christmas gifts for lower-income residents of Custer County.

ANNOUNCEMENTS

Your Custer-area magazine!

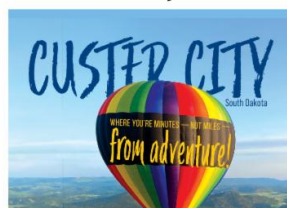
**Everything you need to know about
Custer, Custer County, and beyond!**



CUSTER
Chamber of Commerce

2025 Custer Area Chamber of Commerce Business and Membership Directory

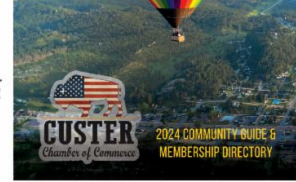
Your Custer Area Chamber of Commerce & Visitors Bureau is producing the 2025 Chamber Business and Membership Directory with helpful features for chamber members, Custer visitors and potential residents. This beautiful, full-color directory will include great photography, a community profile, a calendar of special events, accommodations, attractions, restaurant listings and a complete categorical directory of all chamber members in full magazine-size layout.



We'll print 15,000 copies of this directory, which will be distributed to prospective visitors and residents who call our community seeking information about traveling to the region, or relocating their home or business to the Custer area. In addition, thousands of copies will be distributed at our Visitor Information Center and at chamber businesses such as local motels, restaurants and campgrounds. **This will be our primary economic development and business recruitment piece!**

If you'd like to distribute your message to thousands of potential customers who will visit Custer or are inquiring about living here, just give the folks at Southern Hills Publishing a call at 673-2217. Don't miss this opportunity. Thanks for your continued support.

Amy Bailey
Chamber President



<p>Full Page Size 7.708" wide x 10.139" tall <small>With bleed (8.875" wide x 11.305" tall)</small></p>	<p>1/2 Page Size 7.708" wide x 5" tall</p>
	<p>1/4 Page Size 3.75" wide x 5" tall</p>
	<p>1/8 Page Size 3.75" wide x 2.5" tall</p>

We'll be happy to compose your ad for you AT NO EXTRA CHARGE. All camera ready ads should be e-mailed to custerads@gwtc.net in the appropriate size at 300 dpi. Acceptable formats are JPG or PDF files.

Advertising Rates
Full-Color Ad

Full page ad	\$1650
Half page ad	\$875
Quarter page ad	\$600
One eighth page ad	\$450

Premium pages are back page, inside front, inside back page, and page 3 and are an additional \$100.
DEADLINE: Oct. 25, 2024

For Space Reservations, Call Kate Najacht at 605-440-1248
or email Kate at chroniclewriter2@gmail.com
Southern Hills Publishing Inc. • PO Box 551 • 522 Mt. Rushmore Rd. • Custer, SD 57730

Custer Community Directory – 15,000 of these are given out to locals and are used as their “go to” community directory. They are also mailed to those interested in moving to the area and available for download on our website. All members are included, along with other helpful information about Custer. This publication is produced by our Chamber member, Southern Hills Publishing.

A UNIQUE PUBLICATION MADE FOR YOU
THE SOUTHERN HILLS VACATION GUIDE
Community Profiles • Dining Guide
Member Index • Events Calendar
Lodging Listings • Maps

360k
ANNUAL READERSHIP

- Young Families
- Active Couples

• Bucket Lists

75k
COPIES PRINTED ANNUALLY

120+
DISTRIBUTION LOCATIONS

- In-room, Hotels & AirBnB
- Campgrounds, Cabins
- Travel Centers, CVB's

STIMULATING CONTENT DIGITAL ENGAGEMENT

- 3,600+ yearly impressions
- 8 minute average read time
- 89% advertisement clicks
- 55% mobile device viewers

Southern Hills Vacation Guide – This publication, produced by Chamber member Evergreen Media, includes information on lodging, attractions, tours, shopping, restaurants, and much more for the Southern Black Hills communities of Custer, Hot Springs, Hill City, and Keystone. 90,000 are printed yearly and mailed to vacationers inquiring about the area, as well as handed out in the area and available for download on our website.



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

ALMOST ADULTING



Every day, young adults leave the nest and embark on journeys into adulthood, leaving behind parents crossing their fingers and hoping for the best, while expecting panicked calls home for advice or assistance.

Beginning this fall, however, the Custer YMCA, 644 Crook St., is committed to helping teens become more self-sufficient and giving parents more peace of mind through "Almost Adulting" classes. The classes are engaging, hands-on crash course in life skills.

Teens often joke that when they turn 18 they don't know how to vote, they don't know what they are voting on, they don't know how taxes work among other life skills. When we looked at where skill set gaps were we see a lot of skills needed revolving around understanding the voting process, taxes, budgeting, and household maintenance. Throughout the classes, businesses and individuals with special expertise from the community will present information in seven key areas: the basics behind voting and registering to vote, filing taxes and a basic understanding of how they work, home care and management, budgeting and financial management, car care and safety, kitchen skill basics, and resumes and job interviews. The first class is about the voting process and will be held October 15th.

If you or someone you know is an adult expert with specific skills that fit one of the seven topic areas and would be interested in teaching a class, contact Connie at (605) 673-5134.

LOCATION: CUSTER YMCA
644 Crook St
Custer SD 57730
605-673-5134
<https://rcymca.org/locations/custer-ymca/>



Custer Mile High Garden Club

2024 Annual

FUND RAISER



WREATHS \$25

CHARMS \$25 (Vertical)



SWAGS \$25 (Horizontal)
Long Swag (5' to 6') \$80.00



***To order call: 605-673-5977**
or contact a Garden Club Member you may know.

***Orders must be received by Tuesday, Nov. 19th**

***Pick-up or Delivery on or before Nov. 26th**

Funds support Custer Library gardening programs and resource material, scholarships, and area gardening projects: Black Hills Playhouse, Custer 1881 Courthouse Museum, Custer County Fair Horticulture Program, Gold Discovery Days Flower Show, Summer Garden Tour.

Thank You!

HAPPY HOLIDAYS

Custer State Park Announces Trail

Upgrades and Temporary Closures

Pierre, S.D.– The South Dakota Game, Fish and Parks today announced the start of a significant trail upgrade project aimed at enhancing the visitor experience and preserving the natural beauty of Custer State Park.

To facilitate these improvements, *portions of the Sylvan Lake Shoreline Trail will be temporarily closed, while the entire Sunday Gulch Trail will be closed starting September 9, 2024, and continue into the spring of 2025.*

For more information about the trail upgrades or the Sylvan Lake Master Plan, please visit custerstatepark.com or contact Lydia Austin at Lydia.Austin@state.sd.us

We are proud to announce

CONNOR WEISSER, D.O.

has joined the Family Medicine Team
in Custer.

Now accepting new clinic patients.

Call 605-673-9400 to schedule an appointment.



CUSTER HOSPITAL AND CLINIC

1220 Montgomery St., Custer, SD 57730



YTT 200HR Hybrid Course

Become a Yoga Instructor



January
2025



MOCCASIN SPRINGS
NATURAL MINERAL SPA
HOT SPRINGS, SD

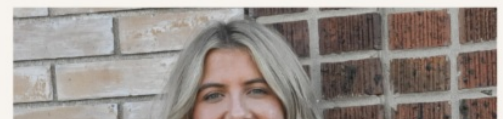
Clarissa Mae
INSTRUCTOR



VISIT www.moccasinsprings.com



224 Main Street
Hill City SD





CLOTHING
CO. 2012

10am-6pm | Mon-Sat
10am-4pm | Sun



11/10/14

25% SALE

ALL ETSY JEWELRY

9/22-10/14

WWW.ETSY.COM/SHOP/GOODKARMAJEWELRYSD

It may be getting cooler, but we're still
on fire at the



PIZZA MILL!



WE'RE COOKING UP SOME DELICIOUSNESS THAT YOU CAN'T MISS!

**STAY TUNED FOR AWESOME DEALS, PIZZA OPTIONS AND OTHER
SURPRISES WE HAVE IN STORE THIS WINTER!
COMING VERY SOON!**

Follow us on Facebook and check
our website for updates!



Winter Hours:

Tuesday-Saturday
11 am -8 pm

Delivery:

Friday & Saturday
4 pm- 8 pm



904 Mt Rushmore Rd
www.pizzamillcuster.com

BEGINNING OCTOBER 1, 2024

**TO BETTER SERVE
YOU, CUSTER CLINIC
IS CHANGING
FROM WALK-IN**

This will allow for:

- Shorter wait time
- More time to meet with your provider

FROM WALK-IN CLINIC TO SAME-DAY APPOINTMENTS.

- Ability to plan around your schedule

When should I schedule a same-day appointment?*

- For acute illnesses like sore throat, cough or fever.
- Injuries such as mild sprains, strains, minor fractures and cuts.
- New or worsening skin conditions.
- Deteriorating or changing existing health concerns.

**Examples only, not the full extent of what is cared for in same-day appointments.*



For symptoms of stroke, heart attack, or sepsis such as one-sided weakness, numbness, difficulty speaking, chest pain, severe shortness of breath, fever with weakness and/or altered mental status, go to the ER.

**MAKE YOUR SAME-DAY APPOINTMENT
BY CALLING 605-673-9400.**



Concrete &



Snow Removal

T&M PROUDLY SERVING THE
SURROUNDING AREAS OF THE
BLACK HILLS



OUR SERVICES

T&M offers a wide range of services, if you do not see a service you'd like a quote in listed, give us a call to inquire

Give us a call
for a free quote
today!

CONCRETE
PATIOS
FOUNDATIONS
CUSTOM
STONE
NEW CONSTRUCTION
REMODELING
HOME REPAIRS
SMALL
EXCAVATION
LANDSCAPING
SNOW REMOVAL
AND MORE...



605-517-5754



tmconcretllc@gmail.com



25606 Carroll Creek Rd
Custer, SD 57730



tmconcretllc.wixsite.com/
tmconcretecomstructi



FARMER'S M

CUSTER FARMERS 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

10/31/24

SOCIAL MEDIA MANAGEMENT

Now onboarding tourism, travel & hospitality
clients in the Southern Black Hills

We manage your social media accounts so

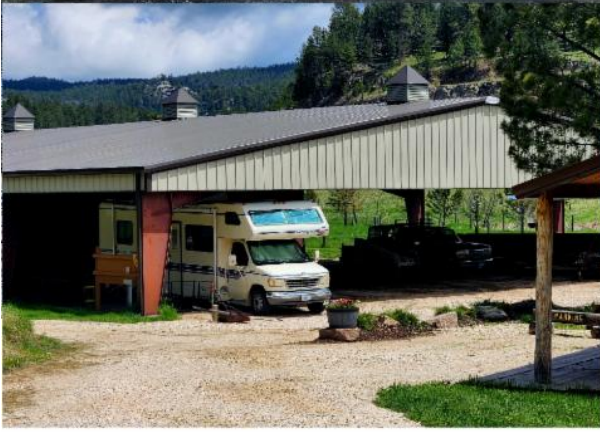
**We manage your social media accounts so
you can focus on running your business!**

Content Creation • Graphic Design • High Quality
Images & Photography Services • Brand Awareness
Strategic Presence • Audience Engagement

Green Owl
Media & Photography

605.440.2400 • GreenOwlMedia.com





RV Covered Storage

25991 Hwy 385, Custer, SD 57730

(9.5 miles S. of Custer along Hwy 385)

@ Plenty Star Ranch

Contact Isa Kirk @ 605-440-2233

\$75 per month or \$600 per year - Parking Only.

The pole barn (open on 3 sides, no lights, no heat) is 80 ft wide x 100 ft long.

The doorway opening is 12 ft high.

(Liability / contract. Barn owner will not be held liable for damage or theft)

+ **3 RV grass sites** (not under cover) with full hookups (electricity, water & sewer) are available for winter camping @ \$850 / month

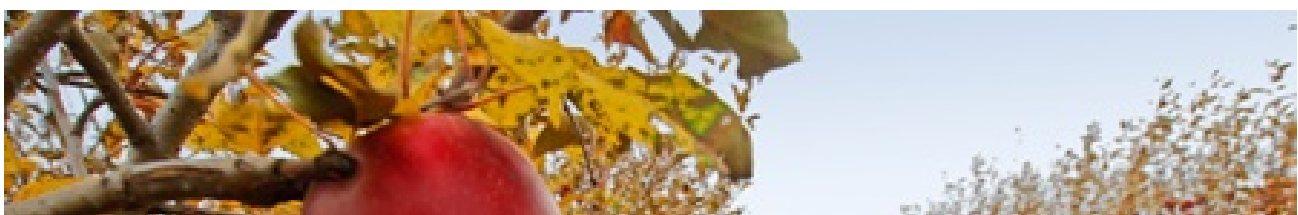
(No smoking in and around buildings, pets stay on a leash).

2 One-room **camping log cabins** can be booked via Airbnb or HipCamp

NEWS FROM THE STATE

South Dakota

SEPTEMBER 2024
SDVISIT.COM





AGRITOURISM & ADVENTURE TRAVEL WORKSHOP

Hello, Industry Partners!

We are getting excited for the upcoming *Agritourism & Adventure Travel Workshop*, taking place November 5 -7 in Yankton. This event – a collaborative effort between Travel South Dakota, Visit Nebraska, and SDSU Extension Community Vitality – will bring together current and aspiring agritourism operators for a time of networking, learning, and inspiration.

The workshop kicks off Tuesday evening with keynote speaker Eliza Blue, a talented writer, folk singer, and rancher. Eliza's work connects rural life to the broader human experience – what better way to highlight the benefits of agritourism? She'll share insights into how she hosts agritourism and arts events on her family's cattle and sheep ranch in rural Perkins County, SD. The evening will also feature a "Taste of South Dakota + Nebraska," showcasing local crafts, produce, beer, and wine. On Wednesday and Thursday, you'll visit agritourism businesses and adventure-based destinations across southeast South Dakota and northeast Nebraska, all while enjoying some truly mouth-watering meals!

The cost to attend the workshop is \$150. **Registration is required by Sunday, October 20**. The *Best Western Kelly Inn* in Yankton has a block of rooms reserved for attendees, however participants may choose *any lodging* in the Yankton area.

For more details, including the full schedule and registration, visit SDSU's *Agritourism & Adventure Travel Workshop* page. Space is limited, so be sure to secure your spot soon!

We look forward to seeing you there!

All our best,
Jim and Team

FALL WEBINAR SCHEDULE

Accessible travel, destination storytelling, powwow etiquette, all the Interstate Welcome Center info you could ever want – our fall webinar series is ready to rock your Tuesdays. Here's what we have in store for the rest of 2024. Learn more and watch previous webinars at SDVisit.com.

Starting on September 10 and going forward, all webinars will take place at 11 a.m. CT / 10 a.m. MT.

Please contact [Bailey Tysdal](#) with any questions.



TUESDAY, OCTOBER 8, 2024

Big stories, local connection: enrolling local & regional media to be your biggest ambassadors

[REGISTER NOW »](#)



TUESDAY, NOVEMBER 5, 2024

WACIPI 101: VISITOR ETIQUETTE

[REGISTER NOW »](#)

PRESS RELEASE

THE BLACK HILLS
PLAYHOUSE



The Black Hills Playhouse and DakotAbilities Present Two Performances This October

The Snow Queen Pt. 1 Premieres October 24 and 25!

For Immediate Release

Sioux Falls, SD — Black Hills Playhouse Education, in collaboration with DakotAbilities, invites the public to experience two special performances of *The Snow Queen Pt. 1* on October 24 and 25 at 1:00 PM, hosted at the Longfellow Center in Sioux Falls. These performances are part of The Expanding Stage, a transformative Black Hills Playhouse Education program that empowers individuals of all ages and abilities through inclusive theatre.

Black Hills Playhouse teaching artists bring energy, laughter, and creativity to DakotAbilities, working closely with adults with disabilities. This groundbreaking theater program offers participants the chance to explore their creativity, build communication and performance skills, and gain confidence in expressing themselves through the arts. Each participant's input shapes the final performance, making it a truly collaborative and personalized experience.

Rehearsals are currently underway for the fall production, *The Snow Queen, Part 1*, which will be followed by *Part 2* in December. These productions provide a platform for participants to shine on stage, supported by family, friends, and the broader community.

"DakotAbilities feels privileged to work with the Black Hills Playhouse in supporting people with disabilities to participate in theater. Deb, the Black Hills Playhouse artists, and the DakotAbilities support staff have unlocked an incredible experience for participants to take the stage and perform in front of loved ones." According to Joseph M. Dvorak, Director of Day Services.

Both performances are free and open to the public. However, seating is limited, and the shows often fill up quickly, so early arrival is recommended to secure a spot. For more information about The Expanding Stage and the Black Hills Playhouse, visit www.blackhillspayhouse.com/expandingstage.

###

FOR MORE INFORMATION:

Deb Workman
Education Director
contact@blackhillspayhouse.com

About the Black Hills Playhouse

The Black Hills Playhouse is committed to creating theatre that welcomes, celebrates, and promotes the human experience in all its diversity. They seek to collaborate with, employ, share the stories of, and engage individuals of all backgrounds and experiences to foster a healthy environment for opportunity and growth through the power of performance art.

THE BLACK HILLS

THE BLACK HILLS PLAYHOUSE



The Black Hills Playhouse Has Announced Season 79, *The Impossible Must Be Possible*

You can now read show descriptions for next summer's season at the Black Hills Playhouse [here](#).

For Immediate Release

South Dakota — The Black Hills Playhouse has officially announced Season 79, *The Impossible Must Be Possible*, which will premiere in the summer of 2025. Season 79 features four productions total, two of which are musicals. The Black Hills Playhouse is proud to present *Agatha Christie's Murder on the Orient Express* running June 8 - 22, 2025, *Legally Blonde: The Musical* running June 29 - July 13, 2025, *Waitress: The Musical* running July 20 - August 3, 2025, and *The Book of Will* running August 10 - 16, 2025.

This season features stories of facing the impossible and showcases diverse narratives of triumph, resilience, and the pursuit of dreams. Each production offers audiences a chance to experience the profound emotional journeys of characters who challenge the odds and find a way forward.

Agatha Christie's Murder on the Orient Express

June 8 - 22, 2025

Adapted for the stage by Ken Ludwig

Just after midnight, a snowdrift stops the Orient Express in its tracks. The luxurious train is surprisingly full for the time of the year, but by the morning it is one passenger fewer.

An American tycoon lies dead in his compartment, stabbed eight times, his door locked from the inside. Isolated and with a killer in their midst, the passengers rely on detective Hercule Poirot to identify the murderer—in case he or she decides to strike again.

Legally Blonde: The Musical

June 29 - July 13, 2025

Book by Heather Hach

Music and Lyrics by Laurence O'Keefe, Neil Benjamin

Follow the transformation of Elle Woods as she tackles stereotypes and scandal in pursuit of her dreams. Action-packed and exploding with memorable songs and dynamic dances - this musical is so much fun, it should be illegal!

Elle Woods appears to have it all. Her life is turned upside down when her boyfriend Warner dumps her so he can attend Harvard Law. Determined to get him back, Elle ingeniously charms her way into the prestigious law school and sets out to prove herself to the world.

Waitress: The Musical

July 20 - August 3, 2025

Book by Jessie Nelson

Music and Lyrics by Sara Bareilles

Jenna, a waitress and expert pie maker, is stuck in a small town and a loveless marriage. Faced with an unexpected pregnancy, Jenna fears she may have to abandon the dream of opening her own pie shop...until a baking contest in a nearby county and the town's handsome new doctor offer her a tempting recipe for happiness. Supported by her quirky crew of fellow waitresses and loyal customers, Jenna summons the secret ingredient she's been missing all along—courage.

The Book of Will

The Book of Will

August 10 - 16, 2025

By Lauren Gunderson

Without William Shakespeare, we wouldn't have literary masterpieces like *Romeo and Juliet*. But without Henry Condell and John Heminges, we would have lost half of Shakespeare's plays forever! After the death of their friend and mentor, the two actors are determined to compile the First Folio and preserve the words that shaped their lives. They'll just have to borrow, beg, and band together to get it done. Amidst the noise and color of Elizabethan London, *The Book of Will* finds an unforgettable true story of love, loss, and laughter, and sheds new light on a man you may think you know.

The Black Hills Playhouse continues its tradition of delivering high-quality, professional productions in the heart of Custer State Park, attracting audiences from across the region. This upcoming season promises to inspire, uplift, and entertain theatergoers of all ages, offering a summer of unforgettable performances.

Special discounted ticket packages, and passes go on sale for Season 79 in early 2025, with special discounts available for select season passes **beginning November 1**. For more information on showtimes, ticket pricing, and other details, visit www.blackhillspayhouse.com.

###

FOR MORE INFORMATION:

Linda Anderson

Executive Director

605-255-4910 ext 1

contact@blackhillspayhouse.com

About the Black Hills Playhouse

The Black Hills Playhouse is committed to creating theatre that welcomes, celebrates, and promotes the human experience in all its diversity. They seek to collaborate with, employ, share the stories of, and engage individuals of all backgrounds and experiences to foster a healthy environment for opportunity and growth through the power of performance art.



SPEAK Network Invites the Public to a Four-Week-Long Positive Self-Discovery Class Series This October

Registration is now open for this four-week-long series!

For Immediate Release

Rapid City, SD. — SPEAK Network invites anyone interested in building up their self-resilience to attend the Positive Self-Discovery Series—a four-week class series starting October 3, 2024. The Positive Self-Discovery series is designed to help people become more confident in themselves and build resiliency. The SPEAK Network believes the first line of defense can be learning to rely on our own strengths and learning tools to help us through difficult situations. During this weekly class series, attendees will have the opportunity to learn: How to recognize and cultivate their personal strengths, ways to improve self-regulation, as well as how to resolve conflict, both internally and with others. “We are excited to bring this series back this fall because we believe this class really helps participants learn to not only feel stronger in their own right but also understand resources and techniques available to them in times of need,” said Tamara Keefner

This four-week class series is well suited for anyone interested in learning personal techniques that can help both in a crisis and in day-to-day life.

Class size is limited, so reserve your space soon! To learn more about this class series and to register, visit the [SPEAK Network website](#).

###

FOR MORE INFORMATION: TAMARA KEEFNER

Executive Director, SPEAK Network

Call: (605) 381-9114

Email: tkeefner@speaknetwork.org

About SPEAK Network

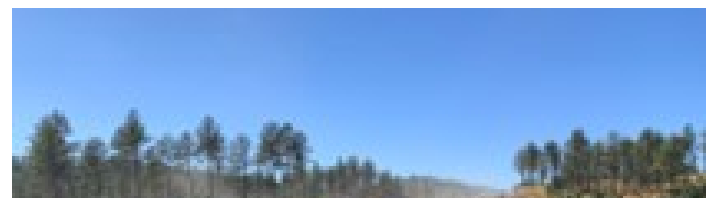
SPEAK Network is a group of volunteers who believe suicide is preventable. We implement evidence-based strategies to destigmatize suicide and to improve best practices that help support persons at risk for suicide. To learn more about the work of SPEAK Network, visit <https://www.speaknetwork.org/purpose-history>



Project Update Friday, Oct. 4, 2024

Current Conditions:

- The contractor is continuing to place layers of gravel material from just north of S.D. Highway 44 to the Pennington-Lawrence County line. Blotter (a hard surface that resembles asphalt) is being installed on U.S. Highway 385 from Highway 44 to approximately two miles north.
- Users of the roadway can expect delays of approximately 15 minutes and the use of flaggers from Pactola Dam to the Pennington-Lawrence County line.
- The speed limit has been reduced through the construction area.
- The contractor is applying water to the gravel roadway to control dust as needed.
- The contractor is working Saturdays as needed.





[View Construction Updates](#)

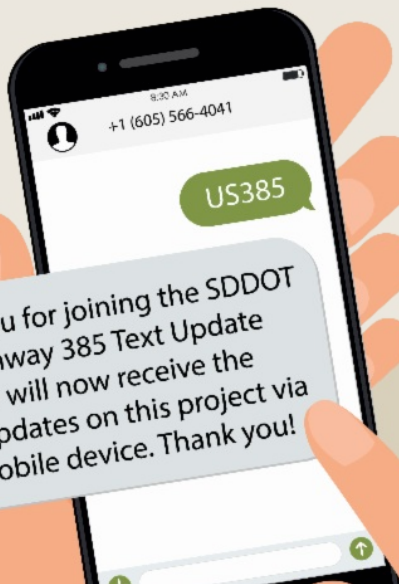
Construction Zone Reminders

- 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.
- It is illegal to go beyond cones and barriers within construction zones even when the contractor is not working.

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



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.

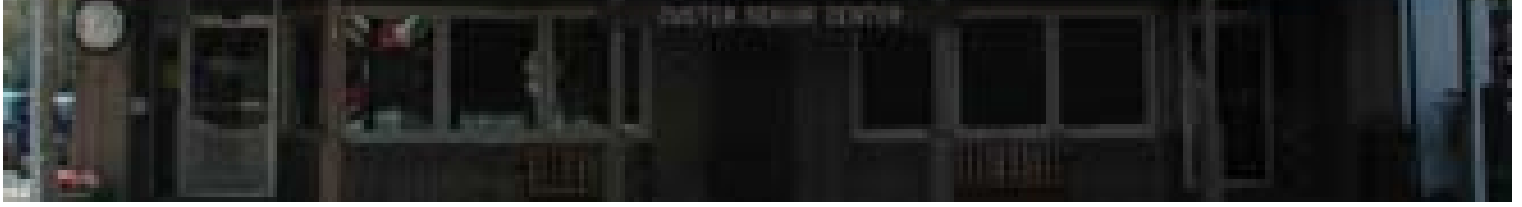
Visit Route Reimagined

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.





Custer Senior Center

October Activities



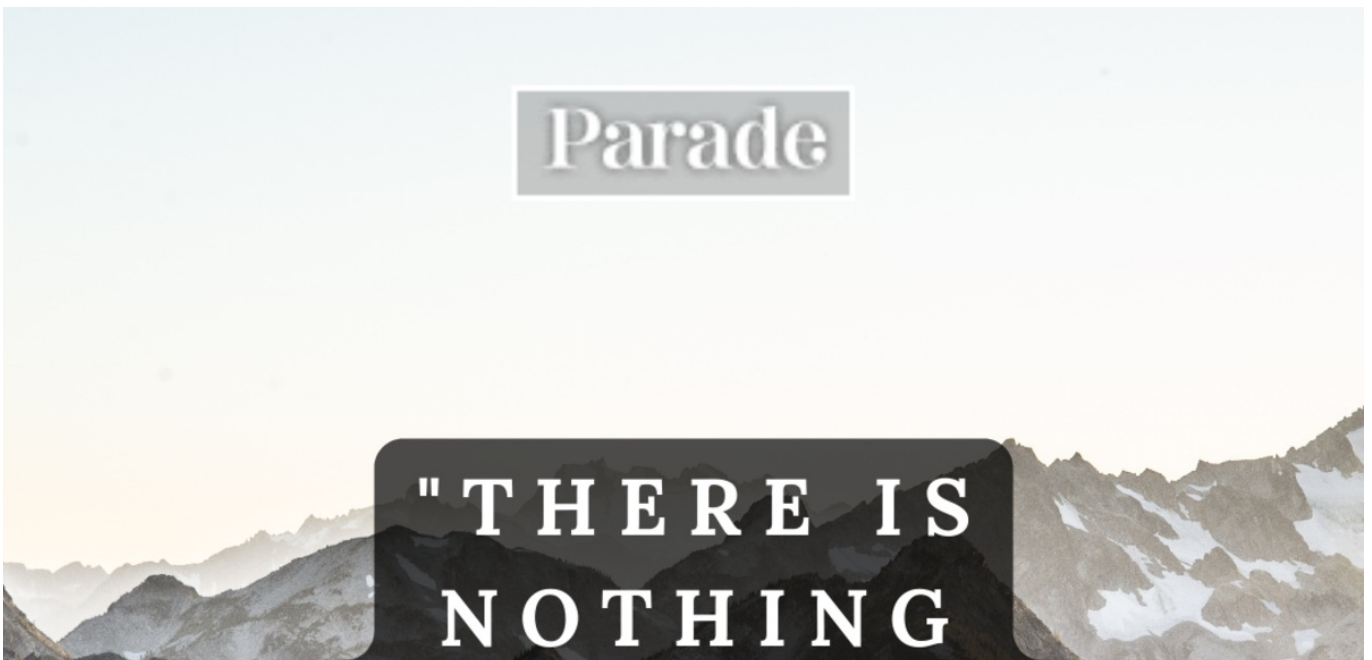
To educate every student
to his or her potential

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

WEEKLY INSPIRATION

Parade

"THERE IS
NOTHING



**IMPOSSIBLE
TO THEY WHO
WILL TRY."
— ALEXANDER
THE GREAT**

HELP WANTED



**KITCHEN
CREW**

CREW NEEDED

Part time
Dishwashers!

Skogen Kitchen is hiring!
Tips plus hourly wage
(20\$hr average)

Family Meal



Fun Atmosphere

Stop in to meet us!



MOCCASIN SPRINGS
NATURAL MINERAL SPA

HOT SPRINGS, SD

Hiring
Full Time Massage Therapists

-Great Wages
-Employee Membership

-Employee Membership -Flexible Schedule



Contact: soakinhotsprings@gmail.com
605-745-7625



Job Description: Delivery Driver

Job Description Summary:

The Delivery Driver successfully executes the delivery of propane gas to patron locations, while providing excellent customer service. The Delivery Driver reports to the Service Manager.

Essential Functions:

Delivery of propane gas to customers as routed by dispatch.

Other duties as assigned (tank maintenance, assisting service department, basic vehicle maintenance).

Requirements:

Class B license with airbrakes and hazmat (X) endorsement

Education: High school diploma preferred

Willingness to learn company software and procedures

Physical:

Body Positions: Sitting, standing, driving, bending, crawling, climbing
Body Movements: Sitting, standing, driving
Strength: Some lifting is required, up to 100 lbs

Working Conditions: Outside environment, driving and delivering in all weather conditions.

Travel: Daily travel to customer homes and business locations, other company facilities, no overnights.

Hourly Rate: \$24/ hr and up, DOE. Opportunities for overtime and advancement. Other compensation includes health insurance, 401(k) match, and PTO.

Please email your resume to stefany@mcgas.biz or call the office at 605-347-3811.



Job Description: Service Technician

Job Description Summary:

The Service Technician executes the installation, repairing, and operation of company equipment and appliances, while providing excellent customer service. The Service Technician reports to the Service Manager.

Essential Duties:

- Tank delivery and setting.
- Diagnose and solve customer problems.
- Connect appliances.
- Install furnaces and heaters.

Requirements:

Hazmat CDL license.

Class B license with airbrakes.

High school diploma preferred.

At least 2 years of commercial driving experience preferred, but not required.

At least 2 years of maintenance/repair experience preferred, but not required.

Excellent problem-solving skills.

Attention to detail.

Ability to collaborate with others in the organization.

Enthusiasm, communication skills, and a passion for safety.

Body Positions: Sitting, standing, driving, bending, crawling, climbing

Strength: Lifting up to 150 lbs

Working Conditions: Outside environment

Travel: Daily travel to customer homes and business locations, as well as other company facilities. No overnights.

Hourly Rate: \$25-\$35 DOE

Please email your resume to stefany@mccgas.biz or call the office at 605-347-3811.

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

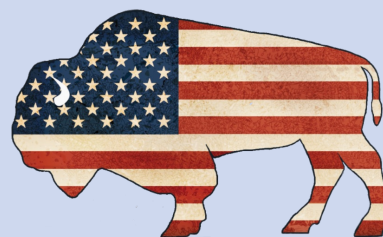
Our Address:

615 Washington Street
Custer, SD 57730

Phone Numbers:

605-673-2244
800-992-9818

dmurray@custersd.com / custersd.com



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 US

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



Try email marketing for free today!
