



Buffalo Bytes



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Evergreen Media

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CUSTER CONNECTIONS



HOW TO RUN AN EFFECTIVE

'12 DAYS OF DEALS'

FOR SMALL BUSINESS SEASON

While the twelve days of Christmas are traditionally celebrated between December 25 (Christmas Day) and January 5 (the eve of the Epiphany), consumer businesses often celebrate with the “12 Days of Deals” observance where they offer a new deal every day for twelve days leading up to Christmas Eve (although any 12 consecutive days during Small Business Season works).

The discounts can be incredibly effective in generating buzz and drawing crowds. After all, everyone wants to know what tomorrow’s discount will be. In this article, we’ll walk you through how you can capitalize on your own “12 Days of Deals” during Small Business Season.

Even if you’re not a traditional retail business, remember all customers enjoy a deal (or, better yet, 12 of them!).

How to Run a Successful 12 Days of Deals Campaign

The holiday season is the perfect time for small businesses to engage customers and boost sales. A “12 Days of Deals” campaign is an effective way to generate excitement, attract new customers, and encourage repeat purchases.

Here’s how your business can make the most of this strategy, regardless of your industry.

Step One: Set Goals for Your Campaign

This is not a giveaway. For your 12 Days of Deals to have an impact on your bottom line, you should get clear about what you want to achieve with your campaign.

Are you looking to:

- Increase overall sales?
- Clear out old inventory?
- Drive foot traffic to a physical location?
- Grow your email list or social media followers?
- Boost brand awareness?

Setting clear goals will help you structure the campaign and measure its success.

Step Two: Plan Your 12 Days of Deals Strategically

Create a day-by-day plan for your promotions. This is not something you want to do on the fly when you have time to post each day. Consistency is key to this type of campaign. You want to build excitement.

Here are some basics to keep in mind:

- **Offer a Mix of Deals.** Rotate discounts, giveaways, and special bundles to keep things fresh and exciting for your customers

and exciting for your customers.

- **Use Escalating Deals.** Start with smaller offers and save the biggest deals for the final days.
- **Feature Different Products/Services.** Highlight various items each day or different aspects of your business, such as services, gift cards, or seasonal products. If you sell to different demographics, keep them all in mind and offer something for everyone during the 12 days. That doesn't mean offering multiple deals each day. Just make sure you rotate the appeal. For instance, if you sell makeup and you have a youth line and a mature skin line, either create a discount on all makeup or choose a day to offer something special to the youth and something special for the other group. The deals do not have to be the same or equal, but both demographics should be represented so no one feels left out.

Step Three: Create a Promotional Calendar

Again, consistency is key. Develop a promotional calendar that outlines:

- What deal will be offered each day.
- How you will communicate the deal (social media, email, in-store signage, etc.). Save yourself some time and craft and schedule the posts ahead of the day. Use AI to draft them for even more time savings.
- The time frame for each deal (e.g., 24-hour deals or extending some offers through the weekend). Decide whether you will honor the deals if someone "just misses" one.

Step Four: Promote the Campaign in Advance

Start spreading the word about your 12 Days of Deals campaign before it begins. Tell your chamber about it. Maybe they will include it in their newsletter, emails, or videos about Small Business Season.

Use multiple channels to build anticipation such as:

- Email marketing.
- Website announcement.
- Social media. Post countdowns to the first day "unveiling" of the campaign.
- In-Store signage. Put up posters or signs to let customers know that the promotion is coming soon.
- Video. On short Reels, TikToks, and Stories, ask customers what they're hoping to see as part of your 12 Days of Deals promo.

Step Five: Keep It Visible

Use marketing channels to keep the campaign visible and accessible. You might choose to make the deals announcement every day at the same time. You can roll it out in a live announcement to build buzz and interact with your audience. Don't forget to:

- Send daily deal alerts to your mailing list, including eye-catching visuals and a clear call-to-actions.
- Post daily updates about the *deal of the day*, using engaging images, videos, or stories to grab attention.
- Feature a "12 Days of Deals" banner on your homepage and social media profiles. Dedicate a section to showcasing the daily offers.
- Promote the *deal of the day* with in-store announcements or signage to entice walk-in customers.

Step "Six": Use a Sense of Urgency

While this isn't a step in itself (thus the " "), it's critical that with this type of promotion, it's all about the ticking clock. The deal is only good for a limited time (establish that ahead of the promotion and communicate it with every deal that is announced).

Encourage customers to act quickly by emphasizing limited availability. Use phrases in your marketing and communications such as:

- Today only (or whatever hours you've established)
- Limited quantities available
- While supplies last
- Sold Out – if you limit quantities of the deal ahead of time and you sell out, make sure you

publish that you sold out on your social media and website. You do this for two reasons—you want to minimize the disappointment and don't want people to make a special trip only to realize it's no longer available AND people will see you sell out and that will further drive their fear of missing out. When the next deal is announced, they will not hesitate and will buy immediately.

Step Seven: Engage Your Audience

Run an interactive campaign to boost engagement. You can do this by:

- Offering an additional prize for one lucky customer who takes advantage of the daily deal.
- Asking customers to share photos of their purchases or tag your business for a chance to win a bonus prize.
- Using live-streaming on social media to show people in your business and answering any questions.

Step Eight: Monitor and Learn

Track the success of each day's deal to see what resonates most with your customers. Metrics to consider include:

- Sales volume
- Website traffic
- Social media engagement
- Email open and click-through rates

If a particular type of deal performs well, consider adapting future offers to better match customer interests. Additionally, if the deal is not inspiring action, think about tweaking deals in the future that were like the one that is not performing.

Drive Post-Campaign Engagement

After the 12 days are over, keep the momentum going. You're now top of mind for these customers. Don't waste the momentum. Show appreciation for customers who participated in the campaign by sending a thank you postcard or email. Entice them to return in January with a follow-up promotion.

Early Bonus: Reward Your Loyal Customers

Reward your loyal customers by allowing them early access to deals or a sneak preview of some of the deals. You can use this tactic to encourage sign-ups for a loyalty program or email list ahead of the holiday season. This also allows them to feel "in the know." While they may leak some of your deals early, talking about you and your deals is well worth the secret getting out.



Dawn Murray
Executive Director

IMPORTANT ANNOUNCEMENTS

CHAMBER STAFF

Dawn Murray
Executive Director

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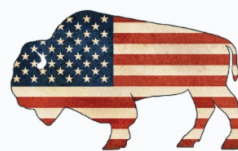
Joel Behlings
Information Associate
info@custersd.com

**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



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.

If you haven't had a chance to get your 2024 membership renewal paid, time is running out. If we don't have payment by November 15th your business unfortunately will not be able to be printed in the Custer Magazine or the Southern Hills Vacation Guide. We don't want you to miss out on the great advertisement! Hurry in soon!



**TIME IS
RUNNING OUT!**

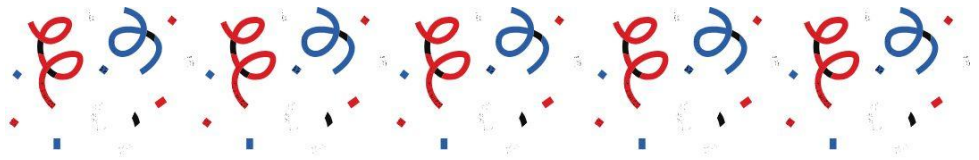


[Printable Nomination Form](#)

Mark Naugle - School Liaison

Lydia Austin - CSP Liaison

Jessica Noteboom - BID Board Liaison



Veterans Day



OFFICE CLOSED MONDAY NOVEMBER 11TH



Attention all you Christmas home decorators!

The Custer County Chronicle and Custer Area Chamber of Commerce are again teaming up to plan an exterior Christmas decorating contest, in which we want you, the reader, to submit either your decorated home/business or the home/business of an outdoor display you enjoy.

Entries will be collected by the Chronicle until 5 p.m. Dec. 20. The public will choose the winners via online voting. The top three place winners will be awarded prizes.

The winners will be announced in the Jan 1 issue of the Chronicle and on the chamber's social media pages.

To enter the contest for yourself, a friend, neighbor, whatever, send the photo of the home or business to us at custernews@gwtc.net or through our Facebook page, which can be found by searching Custer County Chronicle on Facebook. Or, just give us an address to check out (it has to be OK with the homeowner) and we can take it from there.

The top three finishers will receive free subscriptions (or a year of an extended subscription) to the Chronicle, as well as Custer Cash. The first place finisher will receive \$100 in Custer Cash, with second place receiving \$30 and third place \$20.

17th Annual
Stuff-A-Truck
FOOD DRIVE

FOOD DONATIONS NEEDED:

Canned cranberries
Canned fruit

Cake mix
Tubs of frosting
Large boxes of jello

Stuffing mix
Instant potatoes
Canned vegetables

**Bring donations to the Custer Chamber
by Thursday, November 21st.**

**The efforts of everyone will help stock the Custer Food
Pantry and supply supplies for Christmas food baskets.**



Due To The Upcoming

THANKSGIVING HOLIDAY

*Buffalo Bytes will be sent on
Wednesday, November 27th.*

*All submissions for that week's
newsletter will need to be received by
Monday, November 25th by 5pm.*



*Email Rachelle at
bytes@custersd.com*

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

November 16

Firecracker Formal
The Custer Beacon

The Custer Season
8 pm-midnight

November 21

Custer Chamber Mixer
Bradeen Auction
5-7 pm

December 7

Custer Christmas Parade
5:30 pm

December 12

Custer Chamber Mixer
VFW Post 3442
5 - 7 pm

WEEKLY HUMOR



CHAMBER HAPPENINGS



Firecracker Formal

VIP TABLE SPONSORSHIP

limited availability - \$500 per sponsorship
Saturday, November 16th



Call the Chamber today to reserve your spot.

CUSTER CHAMBER

Firecracker Formal

SAT **16** NOV

FIRECRACKER FORMAL IS A GREAT WAY TO SHOWCASE YOUR RESTAURANT. IF YOU WOULD LIKE TO OFFER A DINNER FOR TWO SPECIAL AT YOUR RESTAURANT PLEASE LET US KNOW.

benefit for Custer fireworks fund

[Get Tickets](#)





CUSTER
Chamber of Commerce

**Chamber
Mixer**

Hosted By:

BRADDEEN
100 YEARS

REAL ESTATE & AUCTIONS

Custer, SD • 605-673-2629


November 21st from 5 p.m. - 7 p.m.

Held At Bradeen Real Estate and Auctions

9 Mt Rushmore Rd, Custer, SD 57730

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

Attention



Custer & Hill City Chamber Mememers

Sign up TODAY to participate in the
Community Christmas Cash Drawings.

Please decorate and put your Christmas Cash boxes out
on or before November 29th. The Hill City & Custer
Chambers will collect the slips weekly, call the winners
and distribute the prizes.

1st Drawing Dec 6th
2nd Drawing Dec 13th
3rd Drawing Dec 20th



To participate contact the Custer Chamber 605-673-2244
or via email, dmurray@custersd.com

Or

Hill City Chamber 605-574-2368
or via email, director@hillcitysd.com

By November 13, 2024



CUSTER
Christmas PARADE

DECEMBER 7 AT 5:30PM



2025 CHAMBER

EVENTS



- January 23- Mixer at State Farm
- February 20- Mixer Custer Dental Studio
- February 24-March 1- Custer Restaurant Week
- March 1- Custer Trade Show
- March 20- Mixer at Dacotah Bank
- April 10- Spring Fling
- April 17- Mixer at Lewis Realty
- May 15- Mixer at 1881 Courthouse Museum
- June 13-15 Off Road Rally
- June 20-22- Summer Mickelson Trail Trek
- July 4-6 July 4th Festivities
- July 4- 4th of July Parade
- July 18-20- Gold Discovery Days
- July 19 -Gold Discovery Days Parade
- August 15-16 Custer Crazy Days
- August 16- Community Wide Rummage Sale
- August 31- Studebaker Car Show
- September 11- Mixer at Carrie's Flower Shop
- September 19-21- Mickelson Trail Trek
- October 16- Annual Dinner
- October 25- Monster Mash
- October 31- Merchants' Trick or Treat
- November 20- Mixer at Edward Jones- Jared Slagle
- December 6- Christmas Parade
- December 18- Mixer at South Dakota Outdoor Shop



Thank you

Thank you

for renewing your Chamber Membership

1880 Train

1881 Courthouse Museum

21 Electric

A Walk in the Woods

Abundant Life Fellowship of Custer SD

Acupuncture 4 Health

Addiction Recovery Centers of the Black Hills

Adventure Rentals

Aflac- Carol Perrigo

Al Cornella Refrigeration

ALPHA Builders, LLC

Altitude Gifts & Sweet Shoppe

American Family Insurance- Ronni Calvird Agency, Inc

American Legion Post 46

Art Expressions Gallery of Custer

Aspen +Pine Realty

Aspen Federal Credit Union

Bakers Bakery

Bavarian Inn

Bear Country USA, Inc

Beaver Lake Campground

Beecher Rock Vehicle Storage

Begging Burro Mexican Bistro and Tequila Bar

Best Western Buffalo Ridge Inn

Big Pine Campground

Black Hills & Badlands

Black Hills Aerial Adventures, Inc

Black Hills Balloons

Black Hills Burgers & Pizza Co

Black Hills Candle, LLC

Black Hills Chemical & Janitorial

Black Hills Electric Cooperative, Inc

Black Hills Energy

Black Hills Federal Credit Union

Black Hills Parks & Forests Association

Black Hills Pizza Hut

Black Hills Playhouse
Black Hills Power Bikes Rentals and Boutique
Body of Christ Ministry
Bradeen Real Estate & Auctions, Inc
Branch Construction Services, LLC
Buffalo Ridge Camp Resort
Buglin' Bull
Busy Ewe Farm & Fibers
Calamity Peak Lodge
Carr Electric Company, LLC
Carson Drug
Certified Folder Display Service, Inc
Chalet Motel
Chamberlain McColley's Funeral Home
Chapel in the Hills
Charley and Norma Najacht
Chief Motel
Christy Chamberlain & Bob Reich
City of Custer
Claw Antler and Hide Inc
Coca-Cola Bottling Company
Colleen Hennessy and Jim Frank
Comfort Inn & Suites
Craig Hindle Construction
Crazy Horse Memorial
Crossroads Church
Custer Ace Hardware
Custer Ambulance Service
Custer Area Arts Council
Custer Beacon, LLC
Custer Chiropractic
Custer City Masonic Lodge #66
Custer County Airport
Custer County Candy Company
Custer County Chronicle (SHP Holdings, LLC)
Custer County Conservation District
Custer County Democratic Party
Custer County Library Foundation
Custer County Republicans
Custer Dental Studio
Custer Golf Corp/ Rocky Knolls Golf Course
Custer Heating and Air Conditioning

Custer Lions Club
Custer Lutheran Fellowship
Custer Mile High Garden Club
Custer Mountain Cabins & Campground
Custer Mountain Club, HOA

Custer Mt. Rushmore KOA
Custer Piecemakers Quilt Guild
Custer Rotary Club
Custer Senior Center
Custer State Farm
Custer State Park
Custer Subway
Custer Wolf, The
Custer YMCA
Custer's Gulch RV Park & Campground
Dacotah Bank
Dakota Dream Bed and Breakfast & Horse Hotel
Dakota Greens- Custer Greenhouse & Nursery, Inc
Dakota Photographic
Days Inn
Deep Creek Art Gallery
Diane Dennis
Don & Arlayne Barmore
Double Diamond Ranch
Eagles Landing Lodge
Econolodge Custer
Edward Jones- Mark Koch
Edward Jones-Kris Zerbe
enCore Energy Corp
Evergreen Media
Feel Good Café
First Choice Lock and Key
First Interstate Bank
Floors and More Cleaning and Restoration
Four Mile Old West Town and Campground
Fred and Wendy Hlvala
Freedom Hills Wealth Management
Freeman's Electric Service, Inc.
French Creek RV Park and Campground
French Creek Supply- NAPA Auto Parts
French Creek Tree Fellers, LLC
Frenchy's Hideaways
Frontier Photo
George S Mickelson Trail
Gold Camp Cabins, LLC
Gold Pan Saloon/ Calamity Jane Coffee
Gold Valley Camp

Golden West Telecommunications
Good Karma Jewelry
Green Owl Media & Photography
Grizzly Gulch LLC
H & P Block

H & R Block

Harney Peak Chapter, NSDAR

High Mountain Outfitters

Highmark Credit Union

Hills Inn, The

Hjem A.M.

Holiday Inn Express & Suites

Homeslice Media Group

Homestead Carpet Care

Horatio's Homemade Ice Cream

Hounds Pugs and Hugs

Image 360 (formerly Signs Now)

J & M Lawn Care LLC

Jackie Hartwick

Jam Heating and Cooling LLC

Jenny's Floral

Jewel Cave National Monument

Jim and Patti Lee

John and Diana Carson

John and Marci OConnell

Jon Gindhart, DC, PLLC

Jorgensen Log Homes Inc

JQ Clothing Co

K & S Stagecoach Stop

K2 Masonry & Concrete, Inc

Ketel Thorstenson, LLP

Kieffer Sanitation

Kitchens by Karla

Lampert Properties

Lasting Impressions Unlimited

Laurie Arthur, Inc.

Lenny Merriam CPA, CFE, PLLC

Lewis Realty/ KW Black Hills

LFC Veterinary Service, LLC

Living Outreach Church

LJ's Recovery & Transport, LLC

Lynn's Dakotamart

Maria's Mexican, LLC

McGas Propane LLC

Mickelson Trail Affiliates

Miner's Cup LLC

Moccasin Springs

Monument Health- Custer Hospital/Clinic

Mount Rushmore National Memorial

Mountainview Baptist Church

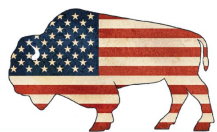
Mt Rushmore Brewing Co.

Murray Auto Repair LLC

Naomi Haraldson
NARFE
Nelsons Oil & Gas
New Trails Ministry
Nielsen Enterprises, LLC
NXTLAW
Operation Black Hills Cabin
Our Place
Our Redeemer Lutheran Church
Outlaw Ranch
Overland America Corp
PDQ Construction
Peaceful Meadows, LLC
Pine Rest Cabins
Pizza Mill
Pleasant Valley Farm & Cabins LLC
Plenty Star Ranch Retreat
Prairie Hills Transit
Premier Family Eyecare
Purple Pie Place
Rabbit Bicycle Rental- Giddy up & Go Shuttle Service
Reed's Chimney Sweeping, Handyman & Caretaking
Regency/ CSP Resorts (*State Game Lodge, Sylvan Lake Lodge, Legion Lake Lodge, Blue Bell Lodge, Rock
Crest Lodge, CSP Jeep Tours*)
Reptile Gardens
Road Runner, Inc
Rock Solid Enterprises, LLC
Rocket Motel, LLC
Ronald McDonald Charities
RP Lumber Co Inc
Rush Mountain Adventure Park
Rushmore Photo & Gifts, Inc
Rushmore Vacation Rentals
Sander Sanitation Service
Sentinel Federal Credit Union
Servall Uniform and Linens
Sew What?
Shady Rest Motel
Shepherd of the Hills Evangelical Lutheran Church
Simon Contractors of South Dakota Inc.
Skogen Kitchen

Sousleys HillBilly Barbeque Catering
South Dakota Outdoor Shop
Southern Hills Animal Clinic
Southern Hills Family Medicine, Prof. LLC
Southern Hills Law, PLLC

Southern Hills Tactical
Southern Hills Title, Inc
Spokane Creek Cabin and Camp
Sprockets Fun Foundry
Star Ridge Advertisements
Starr Insurance
Steele Collision
Steve & Yolanda Davis
Stockade Lake Cabins
Stone Décor and Supply
Studt Construction, Inc
Sturgis Mustang Rally
Sunset RV Park
Sunshine Storage
Super 8
Sylvan Rocks Climbing School and Guide Service
Tallgrass Landscape Architecture
Tanglewood Estates
Tennyson Investments, LLC
The Blind Guy of the Black Hills, LLC
The Cruisin' Canvas
The Mammoth Site
Thomas Home Improvement
Travel Custer
United Way of the Black Hills
US Flagpole Guy of the Black Hills
USDA Forest Supervisor Office
Valhalla Legal, PLLC
VFW Post 3442
Vineyard Black Hills
Western Skies Real Estate
Wind Cave National Park
Windsong Valley Gardens
Workplace Disability Network of the Black Hills
World Fossil Finder Museum
Xanterra
Zonta Club of the Southern Black Hills



CICTED

WELCOME

NEW MEMBERS!

Gideons International- Southern Hills Camp
Pain & Movement Solutions
ZenBusiness
Sweet Clover and Sage Salon
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
Rise- Custer
DGR Engineering
Glen Erin Horse Camp
Custer's Rendezvous
Rapid Fire Protection
Black Hills Bronco Adventures
Sage Creek Grille

MEMBERSHIP SPOTLIGHT



2024 Custer Chamber

Member Spotlight

ZenBusiness



Phone: 844-493-6249 Email: outreach@zenbusiness.com
Website: <https://www.custersd.com/ZenBusiness>

Today's membership spotlight is all about our new member Zenbusiness. Here are some words from them.

"ZenBusiness is a company that provides an easy, all-in-one platform and trusted guidance for small business owners. They've consolidated all the tools, services, and expert support needed to start, run, and grow a successful business. Think of it as the operating system for small business success. Customers can protect their liability, manage money, and establish their brand- all in one place."

AREA EVENTS



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





IMPACT Leadership Development

If you missed the opportunity to sign up but you would still like to participate, please email or call us!

Join us for individual sessions or the remainder of the class.

Our next class is October 24th from 4-8 pm!
We offer a per-class rate.

Oct 24th, Nov 7th, 14th & 21st
Laughing Water Restaurant, Crazy Horse Memorial



aleahwitt@yahoo.com
605-786-7844



Events

- Boo Bash Event + Sale
 - October 25



- Witches Night Out Party
 - October 30
- Girl Friends' Weekend
 - November 1 + 2 + 3
- Ribbon Cutting
 - November 2 @ 11am
- Friendsgiving
 - November 21
- Pink Friday Sale Event
 - November 22 + 23 + 24
- Black Friday
 - November 29
- Small Biz Saturday
 - November 30
- Old Tyme Christmas Sale
 - December 6+7+8

Sale will run Friday – Sunday Nov 8-10





HUNTERS WEEKEND

OPEN HOUSE

BUY 1

GET 1

HALF PRICE

GOODIES + GIVEAWAYS

NATIVE AMERICAN

HERITAGE DAY

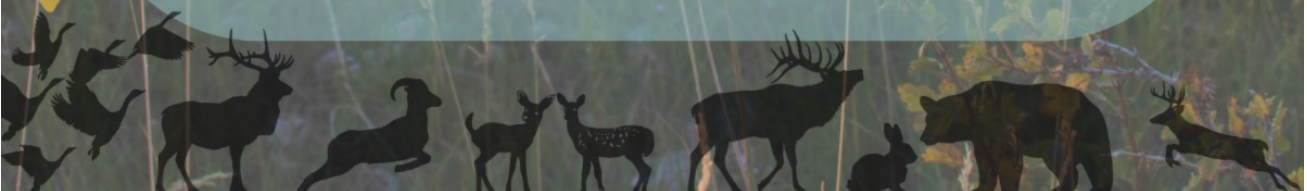
AT JEWEL CAVE NATIONAL MONUMENT

11149 US HWY 16, CUSTER, SD 57730



Join us on Saturday, November 9th, 2024 from 10am - 2pm at the Jewel Cave Visitor Center for this new event to learn and celebrate the indigenous stories of the Black Hills through cultural presentations, vendors, and art!

www.nps.gov/jeca



CHS POST PROM FUNDRAISER

Turkey & Pie BINGO

Play for your chance to win a Turkey or a Pie

Sunday, November 10, 2024

2:00 – 4:00pm

BINGO - \$1.00 per round per card

Slice of Pie \$4

Custer High School Commons

1645 Wildcat Ln, Custer, SD 57730



ONLINE AUCTION

ONLINE BIDDING OPENS Friday · November 8, 2024

- Closing Tuesday · November 12th, 2024, 4:00 PM

Property located: 19270 US Hwy 85,
3 miles South of Belle Fourche, SD

Watch for signs!

Featuring: 2012 Buick Enclave AWD; 2007 Yamaha Golf cart; Texaco Gravity Gas Pump with globe, NICE! Large assortment of Craftsman tools: bandsaw, table saw, air compressor, planer, jointer, wood lathe, drill bits, chisels; Testrite drill press; Dura Force push mower; Stihl FS36 weed trimmer; Victor Spring traps; taxidermy items; fishing gear; a large & impressive collection of Precious Moments; collectible glassware. Full line of furniture and household items; small appliances; firearms; and SO MUCH MORE.

Property Inspection: Properties will be available for inspection at the properties on Tuesday, November 12th, from 11am to 2pm. See the detailed descriptions & photos in the online catalog, at www.bradeenauction.com

Property Settlement & Pickup: All items must be settled for at 19270 US Hwy 85 on Thursday, November 14th, between 10:00am & 3:00pm. *No Exceptions.*

See complete details & photos on www.bradeenauction.com

Owners:

Lorne & Pat
Ruzicka
Belle Fourche, SD

BRADEEN
100 YEARS

REAL ESTATE & AUCTIONS

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



Mosaic

One Man's Vision of Creativity,

A Kim Horkey Retrospective.

A Kim Horkey Retrospective!

Custer Courthouse Gallery

420 Mt. Rushmore Road

Custer, South Dakota

Friday November 15th, 2024 3-5pm

Refreshments will be served



**At the same time, join us at the
Custer Courthouse for a dedication!
The Gallery will be re-named
'The Kim Horkey Memorial Gallery'
To honor its first director and
his commitment to highlighting
Black Hills and South Dakota artists.**



South Dakota Enhanced Conceal Carry Class

This is a One day Class

Saturday Nov 16th 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

The logo features the letters 'SD' in a light blue color, enclosed within a blue outline of the state of South Dakota. To the right of this, the letters 'DEMS' are written in a dark blue, bold, sans-serif font. Below the 'DEMS' text, the words 'Custom Counts' are partially visible in a smaller, lighter blue font.

SD DEMS
Custom Counts

MONTHLY MEETING

3rd Thursday of Every Month

Meet Your Fellow Democrats and
Enjoy Homemade Soup, Snacks, and
Conversation.



**Please RSVP via
email by
Tuesday, 11.19.24**



Thursday, November 21st - 11:30 AM

Custer County Library - *Pine Room*

447 Crook St



Email: ccsddp21info@gmail.com

PO Box 5065 Custer, SD 57730



Facebook: [@custercountydemocratsofsouthdakota](https://www.facebook.com/custercountydemocratsofsouthdakota)

7th, 14th, & 21st.



**Calling all
artists!**

Fine Art Festival

2025

6th and Washington
St in Custer, Sd

14-15 June 2025

Event is Juried and awards will be given

For more information

deepcreekart@yahoo.com

312-505-4592



CRAZY HORSE MEMORIAL®





Crazy Horse Memorial® to host Tourism Forum with South Dakota Native Tourism Alliance

Oct. 23, 2024 – CRAZY HORSE, SD

Crazy Horse Memorial® is partnering with South Dakota Native Tourism Alliance (SDNTA), to host a tourism forum at the Memorial on November 13, 2024. The summit, titled *Tourism Beyond Borders*, will focus attendees on contemplating how all tourism organizations and professionals within South Dakota can be stronger partners with one another.

The day of events will feature networking opportunities, roundtable discussions, and presentations from regional tourism professionals, SDNTA representatives, and Crazy Horse Memorial staff. A working lunch will be provided to attendees and the event is planned from 9:00 am to 2:00 pm.

Attendance to the summit is free and public are encouraged to attend, but an RSVP is required. Potential attendees can RSVP by calling Crazy Horse Memorial at 605-673-4681 or emailing tourism@crazyhorse.org.

The summit will take place after a quarterly SDNTA Board meeting, part of which is also open to the public and will be hosted at the Memorial on Tuesday, November 12, 2024. More information about the quarterly Board meeting can be found at www.sdnativetourismalliance.org.

Click here to RSVP

About the Crazy Horse Memorial Foundation

The Mission of Crazy Horse Memorial Foundation is to protect and preserve the cultures, traditions, 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*®.

ANNOUNCEMENTS

Your Custer-area magazine!

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



CUSTER

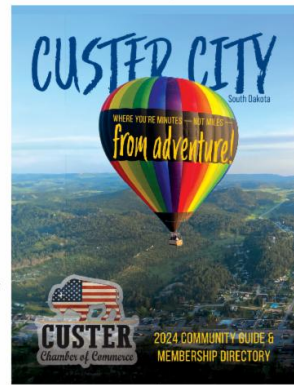
2025 Custer Area Chamber of Commerce Business and Membership Directory

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 Listers



75k
 COPIES PRINTED ANNUALLY

STIMULATING CONTENT DIGITAL ENGAGEMENT
 • 3,600+ yearly impressions
 • 8 minute average read time
 • 89% advertisement clicks
 • 55% mobile device viewers

120+
 DISTRIBUTION LOCATIONS
 • In-room, Hotels & Airbnb
 • Campgrounds, Cabins
 • Travel Centers, CVB's

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.

Wildlife Loop 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.

CUSTER STATE PARK

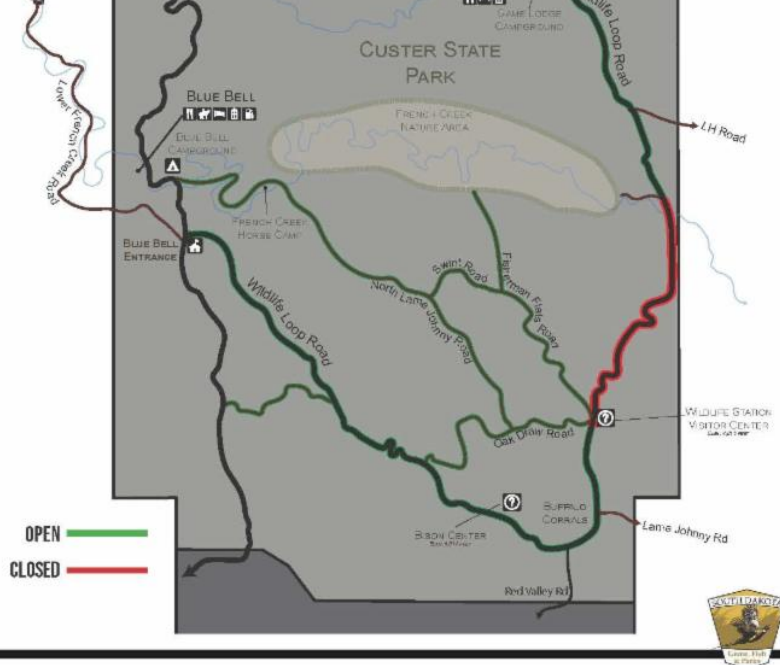
WILDLIFE LOOP ROAD CLOSURE

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.



Jewel Cave to Have Impacts to Visitor Center Hours and Services Due to HVAC Replacement

Visitor Center Will Be Closed November 19-21

CUSTER, SD – Jewel Cave National Monument visitor center will be having its HVAC system replaced this winter. This work will reduce the availability of visitor center amenities and occasionally require the building to be closed throughout the winter. The replacement of the HVAC system is necessary to maintain a safe and cared-for visitor center facility.

While the HVAC system is being replaced, access to the visitor center exhibits may be closed off. The monument anticipates the final day to access the visitor center exhibits will be Monday, November 11. November 19-21, 2024, the visitor will be completely closed for necessary HVAC work and no cave tours will be offered. After this closure the visitor center plans to reopen at 9:30 a.m. on Friday, November 22. Currently, the only known dates of complete visitor center closure are November 19-21. When the visitor

Currently, the only known dates of complete visitor center closure are November 19-21. When the visitor center is closed, the park including Roof and Canyons Trails will remain open for visitor use. Any additional dates the visitor center is closed will be announced on social media and the park website's [Alerts & Conditions](#) page. When open the monument will continue to offer the popular Scenic and Discovery Tours. Tours will be available to book in advance on [Recreation.gov](#). Go to www.nps.gov/jeca to stay up to date on park operations. You can also visit the Jewel Cave [Facebook](#) and [Instagram](#) pages for more park news.

Photo caption: A photo of an exhibit wall in the Jewel Cave National Monument visitor center. The exhibits will be inaccessible during a majority of the HVAC project.

[Alt Text: A photo of lines on a wall that are colored in red, yellow and orange with photos of various cave formations and "Jewel Cave National Monument" above.]

- NPS -

About the National Park Service. More than 20,000 National Park Service employees care for America's over 400 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.

Aimee Murillo
Chief of Interpretation
Jewel Cave National Monument
Custer, South Dakota
(605) 673-8330 office



Custer Mile High Garden Club
2024 Annual
FUND RAISER



WREATHS \$25



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



CHARMS \$25 (Vertical)



****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



WORLD OF UNFORGETTABLE EXPERIENCES

Xanterra Mount Rushmore banquet events are back!

Do you have an upcoming annual meeting, holiday get together or special meal? We want to help.

We have refreshed our menu selections and are ready to set the tables with our custom Mount Rushmore charger plates!

First step in planning your memorable event at Xanterra Mount Rushmore is to obtain an approved Special Use Permit from the National Park Service at least 30 days in advance of your event date. Please refer to the National Park Service or their website (<https://www.nps.gov/moru/planyourvisit/special-events.htm>) for Special Events information.

Once you have received your Special Use Permit approval contact Xanterra at (605) 574-2515 ext. 107 or mtriplett@xanterra.com. We will then start working on the details for your memorable event!

Don't have an upcoming event? Please share with friends, family, and colleagues.

We look forward to providing you and your guests with an unforgettable experience at Xanterra Mount Rushmore!



*Mary Triplett
Food and Beverage Manager*

*Mount Rushmore National Memorial
13000 SD Hwy 244, Bldg 81
Keystone, SD 57751*

mtriplett@xanterra.com/mtrushmorenationalmemorial.com

P 605-574-2515 x145 or 107/F 605-574-2495





NEW NOVEMBER HOURS

MON - WED 11AM - 3PM

THURSDAY - SATURDAY 11AM - 5PM

SUNDAY 11AM - 3PM

LOOKING FORWARD TO SERVING YOU THIS HOLIDAY SEASON

507 MT. RUSHMORE RD. CUSTER SD 57730

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!

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

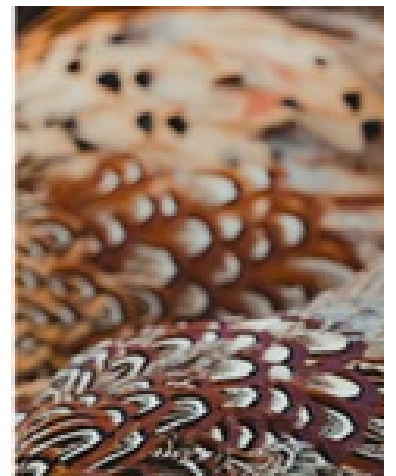


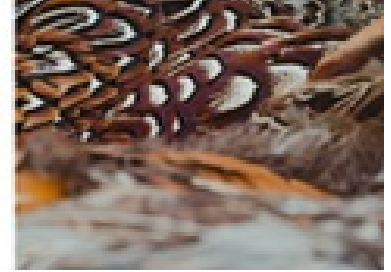
904 Mt Rushmore Rd
www.pizzamillcuster.com

NEWS FROM THE STATE

South Dakota

OCTOBER 2024
SDVISIT.COM





Hello, Tourism Friends!

Can you hear the shouts of “Rooster!!” echoing from the fields?

Pheasant hunting season has officially begun in South Dakota, and from all accounts, it was an incredible opening weekend. As we have shared previously, pheasant numbers are phenomenal this year. We are expecting a banner harvest of birds. THANK YOU to our many partners who are participating in Rooster Rush and welcoming hunters from every corner of the country.

Can you believe November and the holidays are just around the corner? As we get closer to the holidays, you will see some new Forever 605 marketing encouraging our citizens and visitors to shop local. Stay tuned. Also, in a few weeks, we are excited to roll out year two of our winter campaign. We have a flurry of activity within the department and can't wait for the next couple of months to unfold. With that said, here are some key items we want you to be aware of:

- For those who missed the news, we set a new attendance record for this year's Custer State Park Buffalo Roundup! **24,178** visitors from around the globe witnessed the roundup, an event unique in all the world. **CONGRATULATIONS** to all our incredible partners on this milestone.
- Cole Irwin, our Global Travel & Trade Senior Director, just returned from Brand USA's Travel Week in London where he met with more than 40 European tour operators to share why their clients should make The Mount Rushmore State their future vacation destination in the United States. Also, once again this year during Travel Week, we wrapped taxis in London with beautiful South Dakota imagery. Cole reported the taxis were the **ONLY** mode of transportation at one particular evening event and were a huge hit with attendees.
- We mentioned in last month's newsletter that the *2025 International Roundup tradeshow* is coming to Rapid City May 6-9. We would absolutely love to feature as many South Dakota tourism businesses, attractions and cities as possible at *IRU 2025*. If you are not familiar with what *IRU* is, please click on any of the highlighted links to learn more. Online registration opened October 1 for sponsorships, exhibitors and attendees. Please reach out to *Cole Irwin, Calley Geigle or Kyler Flock* on our Global Travel & Trade team with questions.
- And last but not least, don't forget about the upcoming *2025 Governor's Conference on Tourism*. Sponsorship and exhibitor information has been mailed, and so has the attendee flyer. You can head to www.SouthDakotaTourismConference.com to register, view sponsorship and exhibitor opportunities, and check out the conference agenda. Plus, another reminder about *Tourism Awards nominations*. Those are due Tuesday, November 26. The 2025 conference is going to be an incredible event, and we hope you can join us January 21-23 in Pierre!

In the coming days, we'll be traveling to the Black Hills and Badlands Tourism Association's annual meeting in Rapid City as well as the *Agritourism & Adventure Travel Workshop* in Yankton, November 5-7. We hope to run into you at one of these events. And if you need anything from the team, we are just a phone call or email away. Don't hesitate to

reach out. Happy Halloween, friends! Wishing you a SPOOKTACULAR end to October!

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](mailto:Bailey.Tysdal) with any questions.



TUESDAY, NOVEMBER 5, 2024

WACIPI 101: VISITOR ETIQUETTE

[REGISTER NOW »](#)

PRESS RELEASE



The Black Hills Playhouse Announces Holiday Pass Sale for Season 79 Tickets

Save up to 20% on Tickets From November 1-December 31!

For Immediate Release

SOUTH DAKOTA — The Black Hills Playhouse is excited to announce its annual holiday pass sale, offering exclusive savings on flexible ticket packages for the highly anticipated 2025 season. Running from **November 1 to December 31**, this special sale is one of the biggest of the year for theatergoers. With discounts of **up to 20%**, it's the perfect opportunity to plan ahead and secure tickets for an unforgettable summer of theatre in the scenic Black Hills.

The holiday ticket packages come in a variety of options to suit any budget or gift-giving need:

- **Stocking Stuffer:** Includes 2 flexible tickets
- **Secret Santa:** Includes 4 flexible tickets
- **Shout it From the Rooftop :** Includes 8 flexible tickets
- **Shining Star:** Includes 16 flexible tickets

Each ticket package provides flexibility—tickets can be redeemed for any performance in the 2025 season and used by anyone, making them ideal for sharing with friends or family. Whether as a thoughtful gift or a personal treat, these passes offer convenience and value for all theatre lovers.

Season 79, titled **The Impossible Must Be Possible**, features a stellar lineup of four productions sure to captivate audiences:

- **“Agatha Christie’s Murder on the Orient Express”**
- **“Legally Blonde: The Musical”**
- **“Waitress: The Musical”**
- **“The Book of Will”**

Complete show descriptions and performance dates are available on the Black Hills Playhouse website at www.blackhillspayhouse.com/show-descriptions.

These flexible ticket packages are the perfect gift for the holiday season, and the Black Hills Playhouse team is ready to assist you with your purchase. Tickets can be purchased conveniently [online here \(blackhillspayhouse.com\)](http://blackhillspayhouse.com) or by calling **605.255.4141**.

Don't miss out on this opportunity to share the magic of live theatre with loved ones while enjoying exceptional savings!

###

FOR MORE INFORMATION:

Kassi Blue-Scates

Community/Development Associate

kassi@blackhillsplayhouse.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
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

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.blackhillsplyhouse.com.

FOR MORE INFORMATION:

Linda Anderson

Executive Director

605-255-4910 ext 1

contact@blackhillsplyhouse.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.



Project Update

Friday, Nov. 1, 2024

Current Conditions:

- The contractor is continuing to place layers of gravel material from two miles north of S.D. Highway 44 to the Lawrence-Pennington County line.
- Users of the roadway can expect delays of approximately 15 minutes and the use of flaggers from two miles north of Highway 44 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 necessary.

Coming Up:

- South Dakota Department of Transportation (SDDOT) and the contractor are prepared to provide snow removal operations within the construction area should winter weather arrive while construction is ongoing.
- Phase 2 (south end of Pactola Dam to Calumet Road) pre-construction activities are expected to begin in late 2024. Pre-construction activities include tree clearing near the roadway and off-road grading.
- A pre-construction informational meeting is scheduled for Thursday, Nov. 21, 2024, from 5 to 7 p.m. The meeting will take place at Rimrock Church (12200 S.D. Highway 44 Rapid City, SD 57702) and will focus on Phase 2 construction activities taking place in 2025 and 2026.

PRE-CONSTRUCTION INFORMATIONAL MEETING

U.S. Highway 385 Construction (Pennington-Lawrence County Line to Sheridan Lake)

Thursday, Nov. 21, 2024 | 5 – 7 p.m.

Rimrock Church 12200 S.D. Highway 44, Rapid City, SD 57702

FOR UPDATES ON MAJOR TRAFFIC CHANGES,
SUBSCRIBE TO A FREE TEXT-IN SERVICE.

Text "US385" to 605-566-4041

Construction on U.S. Highway 385 is scheduled for 2024-2026.

<https://www.us-385.com>



[View Construction Updates](#)

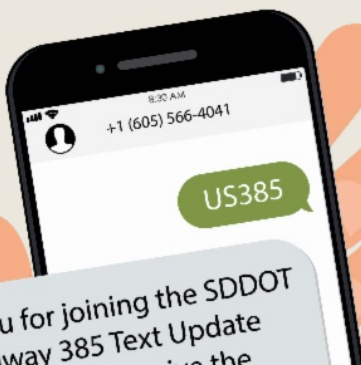
Construction Zone Reminders

- 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

U.S. Highway
List! You will now receive the
latest updates on this project via
your mobile device. Thank you!

FREE TEXT ALERTS:

Text "US385" to 605-566-4041



HWY 385 ROUTING INITIATIVE



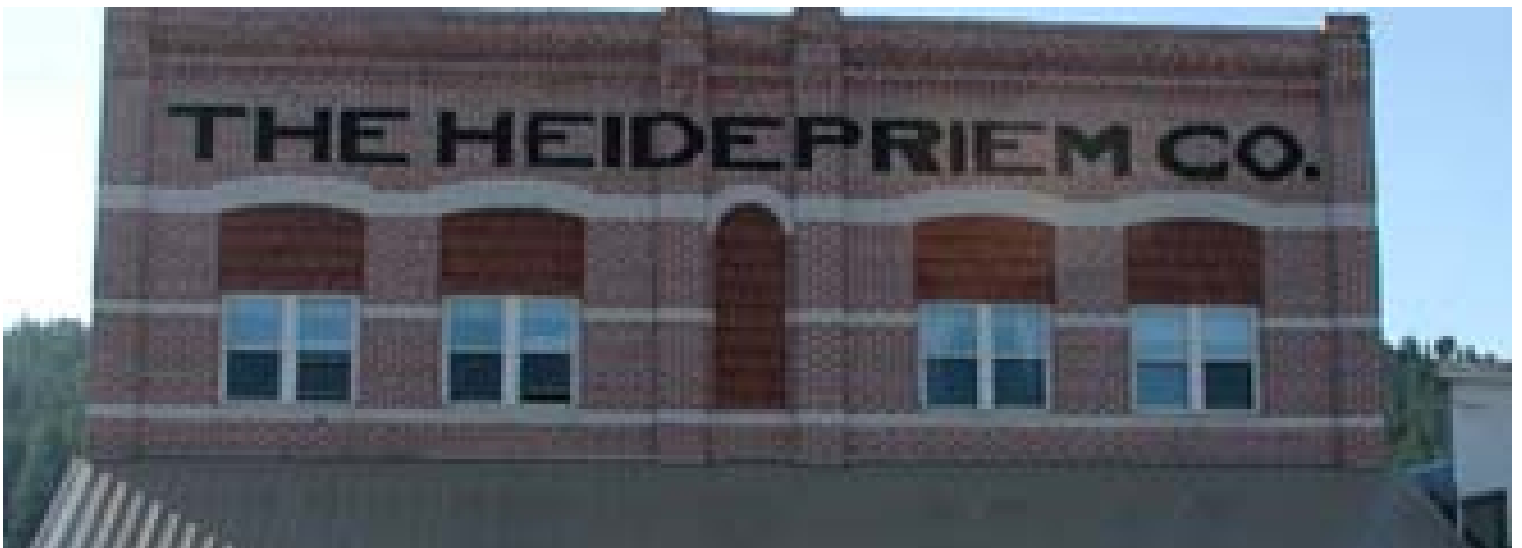
BH&B is sharing information related to the upcoming *Hwy 385 infrastructure improvement project* that will include *routing options* and continuous business promotion. BH&B's goal is to educate and to explain that this simple detour will not prevent, nor should it discourage visitors from enjoying their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

November Activities



To educate every student
to his or her potential

November Information

WEEKLY INSPIRATION

A photograph of a mountain range with a waterfall. The scene is dramatic, with dark, rocky mountains and a waterfall cascading down a steep slope. The sky is overcast and grey.

If opportunity
doesn't knock,
build a door

build a door.

Milton Berle

BrainyQuote®

HELP WANTED

PICTURE YOURSELF WORKING HERE. CRAZY HORSE MEMORIAL®

Crazy Horse Memorial Foundation in the Black Hills of South Dakota is seeking an **Executive Assistant** to assist with its Central Office operations.

This position is full-time, hourly and year-round at 40 hours per week. Compensation for this position



is competitive for the region, including medical, dental, optical, and AFLAC insurances, Paid Personal Leave, and a retirement plan.

Applicants may apply by submitting a cover letter and resume to:

hr@crazyhorse.org or apply online at **CRAZY HORSE MEMORIAL JOBS** or mail a cover letter and resume to:

**Human Resources Director
Crazy Horse Memorial Foundation
12151 Avenue of the Chiefs
Crazy Horse, SD 57730-8900**



**CRAZY HORSE
MEMORIAL®**

all photos © Crazy Horse Memorial Foundation



APPLYING FOR NATIONAL PARK SERVICE JOBS



STEPS

To apply for a job, there are 4 basic steps:

- **STEP 1: Create an Account on USAJOBS.GOV**
 - Enter your profile information and create a resume.
 - Consider the Helpful Resume Tips. →

HELPFUL RESUME TIPS

- Make your resume includes your specialized experience as it relates to the duties section of the job announcements in

- **Note:** Visit [USAJOBS' Help Center](#) for more information on Getting Started
- You do not need to create a USAJOBS account to search for jobs, but you do to create an account to apply for jobs.

- **STEP 2: Search Jobs**

- Use the USAJOBS search feature to view jobs filtered by position and location or use the advanced search function search with more filters like pay or grade-level.
- Review job opportunity announcements and save those of interest.
- Carefully review the "Qualification and Evaluation" section to determine whether you could qualify for the position.

- **STEP 3: Apply For Jobs**

- Carefully follow the instructions in the "How to Apply" section for each job announcement.
- Submit any supporting documentation to verify your qualifications.
 - Leaving out a required document may result in you not being found eligible and/or qualified.

- **STEP 4: Manage Your Career**

- Log into your USAJOBS account to obtain application status for positions for which you have applied.
- Contact the agency for the specific follow-up questions or those related to the particular job.
- The agency contact information is listed in the "How to Apply" section of the job announcement.

USAJOBS.

- Include hours of work or full-time/part-time status for each job you include in the work experience section on your resume.
- Make your resume searchable.

COMMON SUPPORTING DOCUMENTS

- College Transcripts
- DD-214 (Certificate of Discharge)
- Recent Performance Appraisals
- SF-15 (App for Vet Preference)
- SF-50s (Official Personnel Actions)
- Vocational Certificates/Licenses

THE NPS HIRING EXPERIENCE

- Apply to a Job Announcement
- Notification of Results sent to Candidate
- Possible Invitation to Interview
- If Selected, a Tentative Offer Letter
- Completion of a Background Check
- A Firm Offer Letter with a Start Date
- Entrance on Duty
- Successful Completion of a Probationary Period (if not previously completed)
- An Amazing Career with the NPS!

FOR QUESTIONS, PLEASE CONTACT:
NATIONALRECRUITMENTTEAM@NPS.GOV



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

**-Great Wages
-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@mccgas.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.

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@mcgas.biz or call the office at 605-347-3811.

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

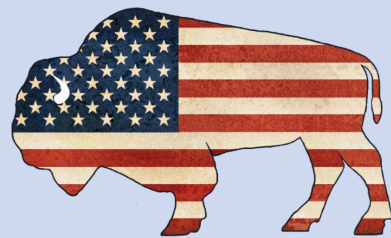
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Custer, SD 57730

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800-992-9818

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