

# Buffalo Bytes



Minutes, Not Miles, From Adventure

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

## CUSTER CONNECTIONS

Many small businesses overlook the importance of team culture. They might do so because they feel they have a transient workforce and people won't stick around. It's possible they believe they're simply too small and team culture is for larger companies like Nike. But that's not the case. A team or company culture is as important as your brand. You're not too small for one of those, are you?

### Why Team Culture Is Important to Small Business

Team culture is important in small business because it shapes the attitudes, behaviors, and interactions of employees within the group. A strong team culture can create a sense of unity and shared purpose among employees, which can lead to increased productivity, satisfaction, and revenue.

In a small business, the actions of every team member can have a significant impact on the success of the business. When employees share a common set of values and goals, they are more likely to work together effectively in achieving those goals. A strong team culture creates a supportive work environment that encourages collaboration, creativity, and innovation.

A strong culture can also help you attract and retain top talent. When employees feel they are part of a team that values their contributions and supports their growth and development, they are more likely to feel engaged and committed to their work. This, in turn, can lead to higher job satisfaction and employee retention rates. Even if you operate a seasonal business, employees who like your culture will return on their breaks and/or refer you to others looking for work. Plus, satisfied employees always provide better service.

### How Do You Build (or Improve) Team Culture?

So how do you build a strong team culture in a small business? It's easier than you think. You just need to focus on five areas of importance:

1. Defining business values and goals
2. Hiring the right people
3. Encouraging good communication and valuing input
4. Recognizing and rewarding success
5. Leading by example

## **Defining Business Values and Goals**

Knowing who you want to be is the first step to building your company culture. Without this critical piece, you are putting your car together while you're driving down the road. Not ideal, and likely to cause more confusion and inefficiency than if you took the time initially to put it all together beforehand. That's not to say you can't create or rework values and goals as an established business, but you'll save yourself headache if you do it upfront.

After you have established your core values and goals, communicate those to your employees and your customers. This will help people know what's important to you and what you stand for. Making your values and goals public will attract the type of people who like these things about you and identify with them.

## **Hiring the Right People**

Hiring and training are some of the most expensive parts of your business. When you make a bad hire, you not only struggle to have them do the work, but you run the risk of their attitude or bad practices infecting the rest of your employees. Before you hire anyone, be clear on the kind of attributes you want in an employee. Sometimes an empty seat is better than one filled by the wrong person.

After you hire, remember the words of Perry Belcher, co-founder of DigitalMarketer.com, "Nothing will kill a good employee faster than watching you tolerate a bad one."

## **Encouraging Open Communication**

For your team to work together effectively, you want them to feel secure and welcome to bring up issues, congratulations, feedback, and any other kind of communication. You can do this by being easy to get in touch with and setting up regular communication channels. Find out how your employees like to communicate. If texting is their preference, so be it. Make sure you (and other levels of leadership, if you have them) are approachable.

When employees come to you with a concern or feedback, listen to them and respond to what they have to say. You may want to create an avenue where they can provide anonymous feedback too.

## **Recognizing and Rewarding Success**

Recognition and reward are important to any high-performance team but what type of recognition/reward is valued by each employee varies. Understand what makes them happy. If you employ high school kids or college students, money and gift card rewards could be large motivators for them. If your employees have a family, a bonus day off may be a bigger draw. Make recognition a regular practice even if it's just small recognitions you give. Everyone wants to feel appreciated.

## **Lead by Example**

You (and your leadership) should be working examples of the team culture. You must model desired behaviors and encourage growth and development. If your team doesn't see you doing the things you ask of them, it will erode the trust they have in you and discount what you say. For instance, if you stress the importance of work/life balance but they never see you go home, they'll have a hard time believing you mean it.

Building a memorable team culture is an ongoing commitment. It will help you attract the right employees and customers. Being without a team culture is like deciding your business doesn't need a brand. How will people

customers. Being without a team culture is like deciding your business doesn't need a brand. How will people recognize you without one?

*Christina Metcalf is a writer/ghostwriter who believes in the power of story. She works with small businesses, chambers of commerce, and business professionals who want to make an impression and grow a loyal customer/member base. She loves road trips, hates exclamation points, and is learning to make peace with the machines that run her life.*

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Twitter: @christinagsmith

Facebook: @tellyourstorygetemtalking

LinkedIn: @christinagsmith



Dawn Murray  
Executive Director

## IMPORTANT ANNOUNCEMENTS

### Chamber Staff

Dawn Murray

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2023

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# 2023 SALES TAX CUT



## South Dakota's State Sales Tax Rate Drops to 4.2% on July 1, 2023

The Governor has signed HB 1137, a bill the South Dakota Legislature passed to reduce the state sales and use tax rate from 4.5% to 4.2% effective July 1, 2023. The bill includes a "sunset clause," so on July 1, 2027, the rate would return to 4.5% unless the legislature acts to maintain the rate at 4.2% or make other adjustments.

If you charge 4.5% sales or use tax now, you will charge 4.2% sales or use tax starting July 1.

### FREQUENTLY ASKED QUESTIONS

**Q: When does the state sales tax rate decrease go into effect?**

A: July 1, 2023.

**Q: Should the 4.2 percent rate be collected now?**

A: No. Continue collecting 4.5 percent until July 1, 2023.

**Q: Are municipal taxes affected by the rate increase?**

A: No. The change applies only to the state sales and use tax.

**Q: What does the new tax rate apply to?**

A: Among the things the tax rate applies to (this list is not all-inclusive):

- Sale, lease, or rental of products or merchandise and services
- Excise tax on the purchase of farm machinery
- Amusement device excise tax on coin-or-bill-operated amusement devices such as pinball machines, foosball tables, pool tables and jukeboxes
- Special Jurisdiction Tax Rates in Indian Country
- Motor Vehicle Gross Receipts Tax on short-term vehicle rentals

**Q: If I order items for use in my business or remove items from inventory prior to July 1 intending to use them in my business but don't actually use the items until after July 1, does use tax apply at the 4.5% or 4.2% rate?**

A: The use tax rate that is in effect at the time the product or service is received or removed from inventory is the rate that would apply. Items removed from resale inventory after June 30 are subject to the 4.2% use tax rate.

**Q: Does this affect tax collection in special jurisdiction areas?**

A: Yes, the sales tax collection in Indian Country where there is a tax collection agreement also decreases to 4.2 percent.

**Q: What tax rate will apply to items ordered prior to July 1 but paid for after July 1, or if a customer makes a partial payment before the tax rate change and makes a final payment after the rate change?**

A: If a transaction occurs before July 1 but the customer pays after July 1, the South Dakota Department of Revenue says the amount of tax owed will depend on the accounting method used by the seller. If you use the accrual basis, utilize the sales tax rate in effect at the time the customer is billed. If you use the cash basis, utilize the sales tax rate in effect at the time payment is received.

For example, if a transaction occurs June 5, the customer is invoiced on June 30, and the customer pays after July 1:

**Accrual Basis:** Sellers using the accrual basis to report sales tax will charge the sales tax rate in effect at the time the customer is billed. Sales are reported and sales tax is paid in the month the customer is billed regardless of when the actual payment for the sales are received. Sellers reporting on the accrual basis will report the sale and pay the tax on their June return. For accrual reporters the rate does not depend on when the payment is received from the customer.

**Cash Basis:** Sellers using the cash basis of accounting to report sales tax will charge the tax rate in effect at the time payment is received. If the order was placed in June but payment is received in July the sale is reported and the tax is paid on the July sales tax return and the sales tax rate in effect as of July 1 applies to the sale.

**Still Have Questions?**

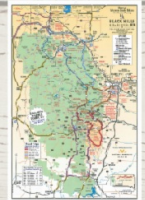
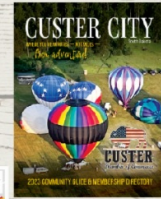
Contact the Department of Revenue (DOR) at (800) 829-9188, by chat on the DOR website ([dor.sd.gov](http://dor.sd.gov)), by email at [bustax@state.sd.us](mailto:bustax@state.sd.us), or contact any DOR field office.



# ATTRACTIONS MEETING & LIT SWAP



MAY  
**18**  
2023



MT RUSHMORE BREWING CO  
1 PM- 4 PM

Each attraction will  
have 3 – 5 minutes to present.  
Coffee and cookies will be provided.

**RSVP by May 11**

RSVP to:  
dmurray@custersd.com  
605-673-2244

**RSVP NOW!!!**

To have things added to Buffalo Bytes, please send to Amy: [abrazell@custersd.com](mailto:abrazell@custersd.com). Items need to be received by Wednesdays at noon in order to be added to weekly Buffalo Bytes. Thank you!

## MARK YOUR CALENDAR

### April 20

Chamber Mixer at English Touch Day Spa

5pm-7pm

May 11

Chamber Mixer at Mt Rushmore Brewing Co.

5pm-7pm

May 18

Attractions Meeting Lit Swap

Mt Rushmore Brewing Co

1pm-4pm

May 19-21

Tesla Rally

May 25

Ribbon Cutting for the Community Garden

On the school campus on Sidney Park Rd

(near the ball field)

10:00am

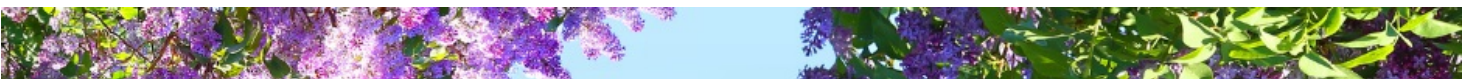
WEEKLY HUMOR



Bob loved the outdoors. Wound up with quite a collection.

## CHAMBER HAPPENINGS

See you tonight!!





# CHAMBER MIXER

APRIL 20, 2023

5PM-7PM

HOSTED BY  
**AN ENGLISH TOUCH DAY SPA**  
(25389 McCurran Ranch Rd)



**CUSTER**  
Chamber of Commerce

Thank you to everyone who sponsored and attended the Amazing Spring Fling at the Custer Beacon last week!!



*Thank You*





# SPONSORS



**GOLD**



**BLACK HILLS  
PARKS &  
FORESTS  
ASSOCIATION**

**SILVER**



**BRONZE**

**Diane's Custer Vacation Rental**



**2023 CHAMBER MEMBERSHIP SPRING FLING**



# *Ribbon Cutting*

## **Community School Garden**

On the school campus on Sidney Park Rd.  
(Near the ball field)

**Thursday, May 25  
at 10am**



## **MEMBER SPOTLIGHT**

**2023 CUSTER CHAMBER**

# MEMBER SPOTLIGHT

**LET US SPOTLIGHT YOUR  
BUSINESS! PLEASE SEND A FEW  
WORDS AND PICTURES TO BE  
FEATURED IN BUFFALO BYTES  
AND ON SOCIAL MEDIA.**



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To have your business featured in our Member Spotlight, please contact Amy Brazell at [abrazell@custersd.com](mailto:abrazell@custersd.com)



# Welcome

## New Members

The Hills Finest  
Rose Haven Senior Living  
JAM Heating and Cooling  
Our Redeemer Lutheran Church-LCMS  
Jon Gindhart, DC, PC  
Life Weavings Expressions



Garcia Family Clinic-Bella Rejuvenation  
US Flag Pole Guy  
JandJ Hospitality  
Southern Hills Screen Printing  
The Church at Custer

## AREA EVENTS

**CLEAN OUT YOUR FILE CABINETS!**

**FREE DOCUMENT SHREDDING**



**Limit of 2 Bankers Boxes per Household or Business**  
Paper with paperclips or staples OK - NO hard drives nor computer equipment.

*Freewill donation - Proceeds to The Storehouse*

**STOP IN AND ENJOY  
SOME SNACKS!**



The BAM Shredding truck will be on-site.

**Thursday, April 20th, 2023 - 11:00am-1:00pm**  
**Lewis Realty Parking Lot at 14 W Mt. Rushmore Road in Custer**

**Cinnamon Rolls are  
back at the Custer  
Senior Center!!!!!!**



**\$3 CARAMEL • \$3 FROSTED • \$2 PLAIN  
w/wo nuts**

**Friday  
April. 21st**

538 Mt. Rushmore Rd., Custer  
**9AM UNTIL THEY'RE GONE!**

Call and reserve your fresh baked rolls!!

**605-673-2708**



**11th Annual**







11 Annual  
**Custer Rotary**



# **Wine & Beer Extravaganza & Raffle Event**

**Chance to win one of Three Grand Prizes:**

***Choice of Wheelbarrow of Wine  
or One Beer Wagon Full of Beer***

*Evening includes drawings for multiple items & gift certificates*

**\$20.00 Per Ticket ~ 3 for \$50; 7 for \$100**

**Friday, April 21<sup>st</sup> 2023**

**Doors open: 5:00PM • Drawings from: 6–8PM**

**Laughing Water Restaurant at Crazy Horse Memorial**



**FREE  
Hors d'oeuvres  
CASH Bar**



**OPEN TO THE PUBLIC**

NEED NOT BE PRESENT FOR GRAND PRIZE DRAWINGS • PROCEEDS GO FOR ROTARY COMMUNITY PROJECTS







**FUN ACTIVITIES!**

**RAFFLE!**

**SAVE THE DATE**

# **FOSSIL AND MINERAL IDENTIFICATION DAY**

**11 am - 4 pm April 22**

**\$5 per person  
2 and under free**

**Bring your specimens  
for identification!**



**WORLD FOSSIL FINDER MUSEUM**  
**719 JENSEN HIGHWAY HOT SPRINGS, SD 57747**  
**605 - 745 - 5007**





*Hank Williams,  
The Happy,  
Roving Cowboy*

*Pegie Douglas*

*Come Join Us!*

Tuesday, April 25

12:00 NOON

Custer Sr. Center

FREE\*\*\*FREE\*\*\*FREE\*\*\*FREE\*\*\*FREE

11:00 a. m. MEMBERS ONLY—POTLUCK MEAL

11:45 a.m. Public admitted

12:00 NOON—The Hank Williams Music PROGRAM

by Pegie Douglas, SD HUMANITIES MUSICIAN



**CUSTER**



# LIONS BUNCO

**APRIL 27, 2023**

**THURSDAY  
2PM**

**Prizes!**

**Raffle  
for Baked  
Goods!**

**COST: \$10**

**CUSTER SENIOR CENTER**





## **South Dakota Enhanced Conceal Carry Class**

**This is a One Day Class**

**Saturday April 29th, 2023**

**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](mailto:echo.ft.sd@gmail.com)

Call the shop at 605-673-3222 or e-mail us [southernhillstactical@gwtc.net](mailto:southernhillstactical@gwtc.net)



# HIGH TEA

MAY 4TH, 2023  
1 - 2:30 PM

You are cordially invited to High Tea at Custer Senior Center. An annual event, not to be missed. Hats are encouraged.

**Tickets \$20.00 at Center**

Only 60 available. They sell out quickly.

Featuring:

Scones

—

Finger

Sandwiches

—

Deserts

—

Tea

CUSTER SENIOR CENTER  
538 Mt. Rushmore Rd.  
Custer, SD 57730

605-673-2708

[custerseniorcenter.org](http://custerseniorcenter.org)



***WHAT? Southern Europe***

***WHEN? Th., May 4 @ 6:30 p.m.***

***WHERE? Custer Senior Center***

***SPEAKER? Lois Wells***

***FREE ADMISSION—***

.....  
***Power Point Photos:*** ...Germany, Portugal,  
Switzerland Monaco, Spain—Oberammergau,  
Granada, Gypsies, Crazy King Ludwig's castles,  
energy sources, Oktoberfest, drought, etc.

\*\*\*\*\*

See you on THURSDAY, May 4 @ 6:30 p.m.

**SALE RUNS ALL WEEK!**

**CUSTER YMCA - LARGEST SALE**

**CAR  
SA**

# BOOKER TRUCK. LARGEST SALE IN THE SOUTHERN HILLS!

YMCA Log Building: 644 Crook Street  
Custer, SD

## SALE DETAILS:

Early Bird Special: Saturday, May 6th  
from 8-12 only: \$3 entry fee (5 &  
under free) and free entry from 12-5

Sunday: 12-5 (7th)

Monday-Friday: 8-7 (8th-12th)

Saturday (13th) 8-12 (bag sale)

For more info: contact Erica or Sarah  
at 605-673-2222

Wanting to donate? We will accept  
donations April 30 (10-5) through  
May 4 (8-5) at the Log Building



## Family Hike for

Saturday, May 6th

9:30AM-11:30AM

# Health

South Dakota Outdoor Shop

632 Mt. Rushmore Road

All ages  
welcome!

**Presented by:**



Enter for a  
chance to win  
one of 40 prizes!

## Hiking Preparedness Presentation:

Learn about how to be properly outfitted for every season of hiking in the Black Hills

## Family hike of your choice (self guided):

Mickelson Trail or Hike to the Custer Sign

## Prizes and Refreshments:

All who register will be entered to win one of over 40 prizes.

We will be collecting free-will donations for Healthy Hometown.

image: Freepik.com

**WILD WOMEN COALITION**





# KICKOFF!

Join Black Hills Parks & Forests Association and the Trailhouse for a day of fun, learning, and community building! From 10 am to 3 pm, expert instructors will be offering a preview of their women's outdoor skill classes including outdoor photography, mindfulness & nature journaling, fire building, and more! Lunch is provided in the cost. Join us after for happy hour at the SD Outdoor Shop!

Want to stay the weekend?

The SoDak Base Camp rentals will be available for 20% off our off-peak rate until 4/30/23 for the 2 night stay of Friday 5/12/23-5/14/23

Event could be canceled due to severe weather. Participants will receive a full refund.

REGISTER HERE!



[blackhillsparks.org/news-events/wild-women-coalition-events/](https://blackhillsparks.org/news-events/wild-women-coalition-events/)

**WHEN** SATURDAY, MAY 13<sup>TH</sup>  
10 AM TO 3 PM

**WHERE** THE TRAILHOUSE  
148 GORDON ST  
CUSTER SD 57730

**WHO** WOMEN OVER 12  
PARTICIPANTS UNDER 18 MUST  
BE ACCOMPANIED BY AN ADULT

**COST** NON-MEMBERS: \$60  
BHPFA MEMBERS: \$45

## SCHEDULE OF EVENTS:

**9:30 am-10 am** - Check In

**10am-10:55 am**

Inside: Nature Yoga

Outside: Hiking & the 10 Essentials

**11 am- 11:55 am**

Inside: Nature Journaling & Mindfulness

Outside: Fire Building Basics

**Noon- 1 pm**

Lunch provided by **Custer Beacon**

Make Your Own Trail Mix Bar

**1 pm-3 pm**

Inside: Outdoor Photography

Outside: Understanding the Language of Nature

**3:30 pm-5:00 pm**

Happy Hour at the **SD Outdoor Shop**



BLACK HILLS  
PARKS &  
FORESTS  
ASSOCIATION



Questions? Contact: [bhpf@blackhillsparks.org](mailto:bhpf@blackhillsparks.org)  
**605/745/7020 BlackHillsParks.org**

## ANNUAL 5K FUN RUN AND FAMILY BUBBLE PARADE



# Hustle for the House



RMHC  
South Dakota

**Saturday, June 3, 2023**  
**Old Storybook Island Shelter**  
**Rapid City, SD**

8:15 AM Check-in begins for the 5k Fun Run  
9:00 AM 5k Run begins  
10:00 AM Entertainment, raffle drawings, kid's game zone, & food trucks  
12:00 PM Family Bubble Parade



Register Here

## SIGN ME UP!

Pre-register & more info at:  
[www.rmhcsodak.org](http://www.rmhcsodak.org)

to get shirt & RMH socks

\$30 Adults • \$20 under 12

**THANK YOU TO OUR SPONSORS**



**BYOB!**  
Bring your  
own bubbles!

### Hustle Sponsors



Rapid City, Spearfish,  
Sturgis, & Box Elder

### Bubble Sponsors

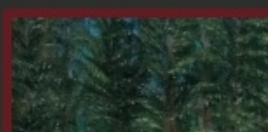


sam's club



**All Proceeds benefit the Ronald McDonald House Charities of South Dakota**  
In Honor and Memory of Super Kuper and all the families of Ronald McDonald House

## ANNOUNCEMENTS







## Custer County Courthouse Art Gallery

420 Mount Rushmore Road, second floor

Custer, South Dakota

Showcasing the artwork of  
Lynn Marcy

Now through April 28, 2023

Endorsed by Custer Area Arts Council



**JEWELRY**

Custer, SD

# Mother's Day Sale

**10-50% OFF STOREWIDE**

**SALE RUNS THROUGH 5/14**

**BLACK HILLS GOLD**

**25% OFF**

**PURSES**

**20% OFF**

**BOUTIQUE &**

**MAN CAVE**

**10% OFF**

**SELECT**

**CLOTHING**

**15-20% OFF**

**507 MT. RUSHMORE RD. CUSTER, SD**

**GOOD KARMA  
JEWELRY**

Custer, SD



MOTHER'S DAY

**SALE**

**30% OFF**

**OUR ENTIRE ETSY SHOP**

**4/14-5/14**

[WWW.ETSY.COM/SHOP/GOODKARMAJEWELRYSD](http://WWW.ETSY.COM/SHOP/GOODKARMAJEWELRYSD)



**NOW OPEN**





## UNBEATABLE AMENITIES

- BRAND NEW 2022 CONSTRUCTION
- ADVANCED SELF STORAGE TECHNOLOGY
- FULLY-ENCLOSED BOAT AND RV PARKING
- STRONG SECURITY FEATURES

**RENT TODAY!**

[www.windcavestorage.com](http://www.windcavestorage.com)

## THE PULSE

Custer YMCA Memos

644 Crook Street

Custer, South Dakota 57730



For Youth Development  
For Healthy Living  
For Social Responsibility

[Click Here for The Pulse Newsletter](#)



POST 46

CUSTER AMERICAN LEGION

**CUSTER AMERICAN LEGION**  
**2nd Annual Fund Raiser**  
Supporting Veterans and Community Projects



**American  
Bison  
Tribute**

"Return of a Monarch"



Henry Repeating Arms .45-70 lever action with brass receiver and Fancy-grade American Black Walnut stock

A Project of "High Caliber Gifts LTD"

"Limited Edition of 1,001"



"In The Spirit"  
by South Dakota Artist - Ray Galy  
Bonus Prize to Winner

**Tickets \$5 ea or 5 for \$20**

Winner Announced 11 Nov 2023

Need Not Be Present To Win

**SPONSORED PROGRAMS**

Veterans in Need - Holiday Gift Cards  
Honor Guard - Funerals/Parades  
Children of Veterans's Scholarship  
Boy's State  
Patriotic/Flag Programs  
Veterans's Family/Child Assistance  
Memorial Day - Veterans Grave Decorations  
Weather Across America

**Tickets Available From:**

Custer Post 46 Legionnaires, Custer Chronicle

Old Pine Social (Custer) French Creek Food & Seed (Custer) Southern Hills Tactical (Custer)

Gun Vault (Edgemont) Ace Hardware (Custer) A Dudes Place (Custer)

Do it Best (Custer) First Stop Gun (Rapid City) State Farm Insurance (Custer) Custer Chamber of Commerce



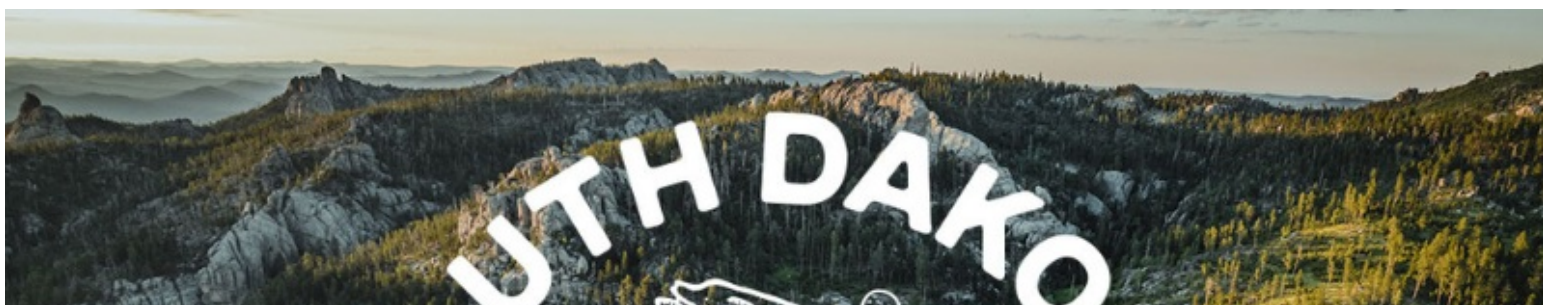
Weapon **MUST** be picked up within 30 days at an approved FFL, and pay all associated transfer fees.

Winner must meet all State and Federal requirements to take possession of weapon or forfeit the same.

In the event a winner must forfeit, another ticket will be drawn.

All Unsold Tickets are the property of Custer American Legion Post 46.

## NEWS FROM THE STATE







Hi, Industry Friends!

Travel South Dakota is excited to launch the second year of its free mobile-exclusive South Dakota Passports program. Peaks to Plains now joins Great Finds and State of Create as the third South Dakota Passport, with Tribal Nations and Black to Yellow to be added later this year. The program uses gamification to encourage individuals to explore and experience the many hidden treasures found throughout the entire state. With these passports, visitors and locals can check in to designated locations to unlock a broad range of fun South Dakota prizes based on points accumulated by the number of places visited. Industry partners have the chance to highlight their business, location or event, as well as encourage visitors to explore their corner of South Dakota.

The South Dakota Passports are a key component of all Travel South Dakota marketing campaigns moving forward. Our ultimate goal is to highlight every area of South Dakota, encouraging individuals to explore additional attractions and regions beyond the familiar in our state, and provide an easy and free way for the industry to participate.

### **Great Finds**

Somewhere off the beaten path, that's where visitors find the most memorable adventures. Participants are encouraged to explore hidden gem attractions – the small towns, local favorites, best-kept secrets – with the Great Finds Passport. Learn more about how to spread the word and get involved.

### **State of Create**

South Dakota is a state full of artistic wonders. With the State of Create Passport, individuals can experience works of art at museums, theatres, studios, galleries, events and more across the state. Find out about the State of Create Passport.

### **Peaks to Plains - NEW PASSPORT!**

This new passport invites visitors to tighten their hiking boots. Pack the tent. Fire up the watercraft and let their fishing line fly. In collaboration with South Dakota Game, Fish & Parks, the Peaks to Plains Passport is designed to highlight the hidden gem state parks and outdoor attractions across the state. Learn the details about this new passport on [SDVisit.com](http://SDVisit.com).

Any visitor who signed up for any of the South Dakota Passports prior to April 2023 needs to sign up again. Each passport starts over each year, and points expire annually. Visitors should be directed to [TravelSouthDakota.com](http://TravelSouthDakota.com) for information about signing up and the expiration for each passport.

For more information, please contact Erin Weinzettel, Global Media & Brand Manager, at 605-773-3301 or [Erin.Weinzettel@TravelSouthDakota.com](mailto:Erin.Weinzettel@TravelSouthDakota.com).

All our best,  
Jim and Team



# PRESS RELEASES

## *Celebrate Earth Day with Jewel Cave National Monument and Black Hills Parks & Forests Association Saturday, April 22nd*



Supporting  
Wonder and Exploration  
since 1946

### *For Immediate Release*

**Contact:** Andrea Fountain, [bhpf@blackhillsparks.org](mailto:bhpf@blackhillsparks.org)

Black Hills Parks & Forests Association (BHPFA) and Jewel Cave National Monument are celebrating Earth Day and the start of National Park Week, Saturday, April 22, with a free build-a-bat house workshop and park clean up. Build your own bat house and learn tips and tricks for hanging your box with BHPFA Program Manager Andrea Fountain from 10-11:30 am MT.



From 1-3 pm join BHPFA and Jewel Cave staff to take the Leave No Trace Earth Day Pledge and clean up the park for summer. Disposable gloves and trash bags will be provided. After the clean-up, there will be lemonade and snacks to celebrate local cave explorer Jan Conn's 99th birthday.

Pre-registration is required for both activities, due to limited supplies. Events could be canceled due to inclement weather. To register visit [www.blackhillsparks.org](http://www.blackhillsparks.org). Questions? Please contact BHPFA at (605)745-7020.

BHPFA is an official non-profit partner of the National Park Service and USDA Forest Service, with the mission to support wonder and exploration through stewardship of your public lands. This year, BHPFA is providing \$83,000 to their partners for educational materials and programs.

FOR IMMEDIATE RELEASE

April 17, 2023

CONTACT: Shanna Hockert;  
Brand and Marketing Manager  
605.574.9625

## Addie Camp General Store Opens Next to Prairie Berry Winery

HILL CITY, S.D. - The Homestead at Prairie Berry Winery is now Addie Camp General Store. Pick up essentials and enjoy coffee, housemade bakery items, grab-and-go snacks, locally made ice cream, picnic food, sundries, outdoor & camping supplies, state & forest service permits, and so much more!

Built in the early 1900s, Addie Camp General Store was originally the



built in the early 1900s, Addie Camp General Store was originally the Frank Sherman home, a family residence in the community of Pactola.

In 1952 the construction of the Pactola Dam started and the homes and businesses in the area had to be moved. The home was put up for auction the following year, was purchased, and moved 6 miles north near Hill City.



The home was renovated in 1996 and opened as The Mistletoe Ranch and Quilt Corral.

In 2012, Prairie Berry Winery expanded and purchased The Mistletoe Ranch. It was converted to a wedding and event space, The Homestead, and in 2023 it re-opened as Addie Camp General Store.

Addie Camp General Store is currently open Thursday - Sunday 8 a.m - 5 p.m. Additional information can be found at <https://addiecamp.com/general-store/>.

#### ABOUT PRAIRIE BERRY WINERY

*South Dakota's second commercial winery, Prairie Berry Winery was co-founded in 1999 by fifth generation winemaker and brewmaster Sandi Vojta. Made on site, the award-winning wines are infused with both local and seasonal ingredients.*

*Prairie Berry Winery is located in the Black Hills of South Dakota near Mount Rushmore on Highway 385.*

Shanna Hockert | *Brand and Marketing*

PRAIRIE BERRY LLC

[Shannah@prairieberry.com](mailto:Shannah@prairieberry.com) | P: 605.574.9625



## Wind Cave National Park News Release

#### Release Date:

April 13, 2023

#### Contact:

Tom Farrell

[tom\\_farrell@nps.gov](mailto:tom_farrell@nps.gov)

605-745-1130

## Celebrate National Park Week at Wind Cave National Park with bones, birds, and boxwork

HOT SPRINGS, SD – Wind Cave National Park will be hosting a variety of activities during National Park Week beginning Saturday, April 22, and running through Sunday, April 30. To start the week off, the Paleontology Club from the South Dakota School of Mines will present programs about the park's paleontology resources at 10 a.m. and 2 p.m. on Saturday, April 22, in the park's visitor center auditorium.

Club members will talk about the park's paleontology history, demonstrate how to pick micro fossils and showcase bones from their collection. "We are excited to host a program by Tech's Paleontology Club. The school stores thousands of specimens from the park fossils," said Park Superintendent Leish Walling. "Our paleontology history

thousands of specimens from the park for us," said Park Superintendent Leigh Welling. "Our paleontology history is a seldom heard story, and we're glad they are helping us tell it."

As part of National Park Week, rangers will be offering free tours on Saturday, April 22. The Fairgrounds Tour, a 90-minute tour that features two different levels of the cave and 450 steps, will run at 9:30 a.m. and 1:30 p.m. The hour-long Garden of Eden Tour will be at 11:30 a.m. and 3:30 p.m. and has 150 steps. All tours start from the visitor center.

You can visit [www.recreation.gov](http://www.recreation.gov) to book your free tour, save for the \$1 ticketing fee, up to three days prior. A limited number of tickets will be available Saturday on a first come, first served basis.

Paid tours will run daily throughout the week at these same times. Wind Cave's National Park Week celebration ends with a bird walk on Sunday, April 30. Join Black Hills Parks & Forests Association member, Dr. Jen Fowler, for this two-hour activity while she shares her tips and tricks for identifying birds. Meet at the Wind Cave visitor center at 9 a.m. for this two-mile hike. Bring binoculars if you have them, dress for the weather, and wear sturdy hiking shoes. Guidebooks, cameras, and trekking poles are recommended but not required. This free activity is open to all ages.

Throughout the week, check out the park's Facebook and Instagram platforms to see park highlights and learn more about Wind Cave National Park. Kids and adults alike can also stop by and complete the park's Jr. Ranger booklet and earn a Wind Cave Jr. Ranger badge.

Wind Cave National Park 26611 U.S. Highway 385 Hot Springs, SD 57747 605-745-4600 phone [www.nps.gov](http://www.nps.gov)  
National Park Service U.S. Department of the Interior EXPERIENCE YOUR AMERICA™ The National Park Service cares for special places saved by the American people so that all may experience our heritage. National Park Week is an annual national celebration of people, parks, trails, heritage areas, national trails and rivers, seashores, historic sites, and beautiful landscapes that together tell the story of our nation. Many national park sites across the nation will waive entrance fees on April 22.



Forest Service  
U.S. DEPARTMENT OF AGRICULTURE

Black Hills National Forest

## Forest Service News Release

Media Contact: Scott Jacobson, Public Affairs Officer  
(605) 440-1409

[scott.j.jacobson@usda.gov](mailto:scott.j.jacobson@usda.gov)

[www.fs.usda.gov/blackhills/](http://www.fs.usda.gov/blackhills/)

## Public Comments Sought for Vegetation Project Public Meeting Planned for Monday, April 24, 2023



Spearfish, S.D., April 13, 2023 — The Forest Service is planning to thin dense pine stands, create a mosaic of forest conditions, and increase forest resiliency to insect outbreaks and wildfires in the Zeppelin project area, located south of Sturgis, SD and northwest of Piedmont, SD.

The Zeppelin Forest Health Project (Zeppelin Project) area lies approximately two miles northwest of Piedmont, SD and approximately six miles south of Sturgis, SD (*see vicinity map*). The project area is surrounded by the Elk Creek drainage to the north, Vanocker Canyon Road to the west, Dalton Lake Road and the Little Elk Creek drainage to the south, and the Black Hills National Forest boundary to the east, adjacent to the Interstate 90 corridor.

The Zeppelin Project area covers 11,130 acres, which includes approximately 794 acres of private land and 10,336 acres of NFS land.

The Zeppelin Project falls under the authorities and guidelines of the Healthy Forests Restoration Act of 2003 (HFRA). The provisions of the Western Firesheds Emergency Action Determination (EAD) will also be considered for implementation of the Zeppelin Project.

The EAD is a new authority provided by the 2022 Bipartisan Infrastructure Law (BIL). EAD authorities can be applied to projects that pre-emptively address the potential impacts of natural disturbances, such as insect outbreaks or wildfires, to National Forest System (NFS) lands and nearby communities.

The Zeppelin Project is in a landscape susceptible to insect outbreaks, as identified by the Secretary of Agriculture, and is also within a high-risk fireshed, as identified by the Forest Service's 2022 Wildfire Crisis Implementation Plan. Projects with a goal of reducing susceptibility of forest stands to insect outbreaks or that reduce hazardous fuels in high-risk firesheds can be authorized under the EAD to expedite implementation of the project by eliminating the pre-decisional objection process.

Implementation under the EAD requires approval from the Chief of the Forest Service. The Zeppelin Project will be submitted for approval under the EAD. If approval is granted, the project will be completed under the EAD provisions; if not, HFRA provisions would be used.

While the treatments proposed under the Zeppelin Project would occur only on NFS lands, the Black Hills National Forest is working with the USDA Natural Resource Conservation Service (NRCS) to facilitate treatment on private lands for those landowners who wish to pursue that opportunity. The NRCS works with private landowners to provide both technical and financial assistance to improve conservation on their land.

Those interested in obtaining assistance from the NRCS, but unable to attend the public meeting, may contact Valerie Riter, District Conservationist at the NRCS Field Office in Sturgis. Contact Valerie at (605) 347-4952, Ext. 3016 or by email at [valerie.riter@usda.gov](mailto:valerie.riter@usda.gov).

The Forest Service is asking for the public's help in identifying opportunities, concerns, and issues related to these proposed activities.

To comment or to request additional information, comments can be submitted at the project website at: <https://www.fs.usda.gov/project/?project=63845>, click on "Comment/Object on Project" on the right side of the page. Comments may also be sent to the Forest at: Zeppelin Project, Northern Hills Ranger District, 2014 N. Main St., Spearfish, SD 57783. While the Forest welcomes comments on this proposal at any time, they would be most helpful if received within 30 days from April 13, 2023, or by May 12, 2023.

Office hours, for those who wish to hand deliver their comments, are 8:00 AM to 4:30 PM, Monday – Friday (except Federal holidays). Questions regarding this project can be directed to Steve Kozel, Northern Hills District Ranger or Chris Stores, Natural Resource Planner, at (605) 642-4622.

A public open house is scheduled for Monday, April 24, 2023 at the Sturgis Community Center, 1401 Lazelle, St., Sturgis, SD, from 5:00 pm – 7:00 pm. Forest Service and NRCS officials will be on hand to discuss the project and answer questions. No formal presentation will be given, so you may arrive at any time within the scheduled timeframe.

For more information on the Black Hills National Forest, visit [www.fs.usda.gov/blackhills](https://www.fs.usda.gov/blackhills), follow Facebook: <https://www.facebook.com/blackhillsnf> and/or Twitter: <https://twitter.com/BlackHillsNF>



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**Black Hills National Forest and  
South Dakota Game, Fish & Parks Dept.**

# **2023 NATURALIST PROGRAMS**

# PACTOLA VISITOR CENTER

The Black Hills National Forest and South Dakota Game, Fish, and Parks Department are teaming up and offering educational programs at the Pactola Visitor Center. Each program date is a Saturday, and the programs are being conducted from 1:00 – 3:00 p.m. by Naturalists from Custer State Park. NOTE: The Pactola Visitor Center is located along Hwy 385, north of Hill City, South Dakota about 14 miles.

#FindYourForest and #FindYourPark.

**June 24 / 1:00 p.m.**

## **Being Creative with Fish Prints**

Fishing is a popular recreational activity at the Pactola Reservoir. But do you know which species live in the reservoir and surrounding waters within the Black Hills? Do you know how they interact with one another? This lively program uses fish prints to create posters and other artistic items, while participants learn about the fisheries in and around Pactola. Why not become a Junior Forest Ranger while having some “messy” fun?

**July 22 / 1:00 p.m.**

## **Learning about Animal Furs and Tracks**

Animal furs and tracks often provide clues on where animals live and how they interact within their environment. Together, furs and tracks allow nature enthusiasts to learn more about the outdoors and the types of wildlife species that live within a region. Join the program and become a wildlife detective for an afternoon of hands-on engagement and wildlife education.

**August 26 / 1:00 p.m.**

## **Insect Investigations**

OK ... not everyone appreciates insects. However, they play a critical role in the outdoors, and some species have interesting life cycles, habits, colorations, camouflage, and predatory lifestyles. If you are looking for a great Saturday afternoon activity near the lake, this event is perfect for kids. Get ready to discover something new about the outdoors!



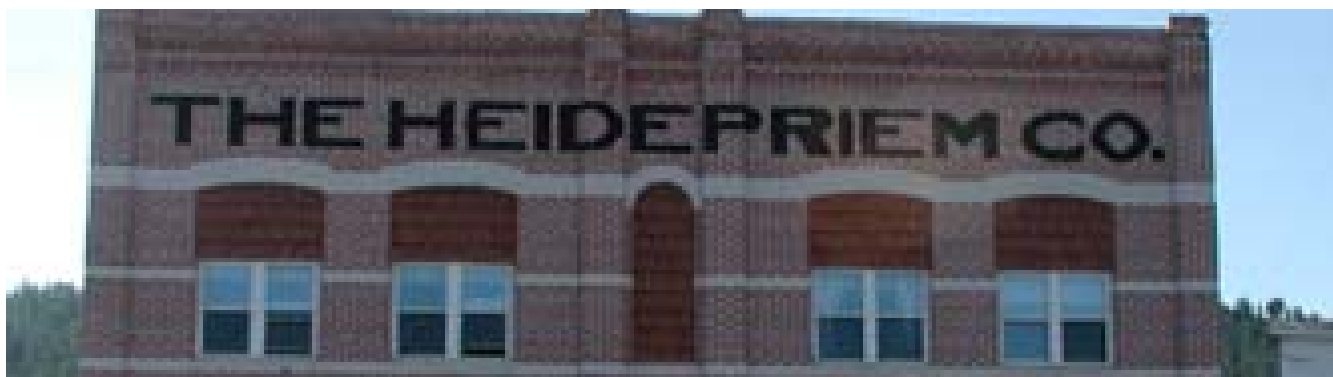
**For more information:**

**Black Hills National Forest / Pactola Visitor Center ~ (605) 343-8755**

**SD Game, Fish & Parks Department / Custer State Park ~ (605) 255-4515**



USDA is an equal opportunity provider, employer, and lender.







# Custer Senior Center

April Schedule

[Click here to Check out the Custer School District Calendar for upcoming school events!](#)



## WEEKLY INSPIRATION





**HELP WANTED**





# ARE HIRING!

PLEASE EMAIL  
[SKOGEN@SKOGENKITCHEN.COM](mailto:SKOGEN@SKOGENKITCHEN.COM)

## Job Positions

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- Part time

Ph: 605.673.2241  
E: [skogen@skogenkitchen.com](mailto:skogen@skogenkitchen.com)  
W: [www.skogenkitchen.com](http://www.skogenkitchen.com)

# PACER

Pacer Minerals has a job opening for Plant Operator. General manufacturing experience preferred. Training will be provided on all equipment.

Email resume to [paula@pacerminerals.com](mailto:paula@pacerminerals.com) or apply in person at 25429 US Hwy 385, Custer, SD



GOOD KARMA  
JEWELRY

Custer, SD

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***CONTACT US:***

(605) 673-3047

507 Mt Rushmore Rd Custer, SD

**DISH WASHER  
LINE COOKS**

# LINE COOKS SERVERS

Looking for a spring/summer  
Job? Come join our team!



**Please apply in house: 308 Mt. Rushmore RD  
Custer**

Or By Phone: 605-981-9047

Requirements: Must have a Positive Attitude!

## VACANCY ANNOUNCEMENT

**PAID ON-THE-JOB EXPERIENCE OPPORTUNITY**

WHERE: CUSTER SENIOR CENTER

TITLE: CUSTODIAN

## SCHEDULE: PART TIME

PAY - \$10.80 PER HOUR

### THIS POSITION IS PART OF THE SENIOR COMMUNITY SERVICES PROGRAM (SCSEP)

SCSEP is an on-the-job experience and employment program designed to help low-income individuals age 55 and older update their jobs skills, build work experience and confidence, and continue to have economic security and well-being.

#### Eligibility:

Individuals applying for the SCSEP must meet specific eligibility requirements in order to participate:

- A resident of South Dakota
- 55 years of age or older
- Unemployed
- A limited household income of no more than 125 percent above of the federal poverty level

#### Participant Benefits:

As a participant of the SCSEP will:

- Earn income – South Dakota Minimum Wage
- Receive training and experience to help develop employment skills
- Receive free annual physical exams
- Have the chance to obtain full- or part-time unsubsidized employment upon completion of program
- Partake in meaningful social and physical activities
- Engage in activities to support independence

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

[Send Us An Email](#)

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[Visit our website](#)



