

# 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

If you're like me, you may be wrinkling your nose at the thought of people making millions of dollars on one movie giving *you* business advice. But there's a new generation of Hollywood stars that aren't content with just time on screen. They're building empires, too. And while name recognition is easier for them and start-up capital only requires dipping into their millions, they still have the same struggles to find a valuable product or service to bring to market. They didn't go to Harvard but they're learning every day just like you are and here's what they have to say:

### Business Advice from 3 Hollywood Celebrities

#### “Build Bonfires” – Matthew McConaughey

Matthew McConaughey's Instagram profile describes him as “Husband. Father. Actor. Minister of Culture. Professor. Creative Director. AustinFC. JKLivin. ...Pickle Expert.” On a recent podcast, he told a story about how he was involved in many different business undertakings. He had about eight projects going at once—a movie production company, a music production company, his acting, and a few more side projects. Each was generating a nice little income. He referred to them as “campfires.” Following his gut, he decided to step back from all of them, but three. He concentrated his energy on the three he was most passionately invested in. Those three went from campfires to “bonfires.”

**What we can learn from this:** pick 1-3 things to focus your efforts on. Go into each quarter with goals for as many as three things, but no more. If you try to do more, you'll spread yourself thin. You won't have the time to dedicate to them, so they'll stay small. When you give a few ideas your undivided attention, they'll catch fire and take off. Plus, you'll have a more solid brand. People will understand what you do because you're an expert at those few things.

# Change Isn't Bad, It's Necessary for Continued Success –

## Jessica Alba

Jessica Alba, actress and Founder/Creative Director of the Honest Company, wanted to create a business based around healthier, ethically-sourced products for babies and homes. One of the things she talks about is the need for reevaluating success periodically. (Former Blockbuster execs would certainly agree.) Even a successful business requires review. She said, “No matter how much success a business has, the model constantly needs to be evaluated to protect that success. Even the most successful businesses are fragile and vulnerable. It's not enough to rely on having a great product that people love. The supply chain and operations need to be in place to support the business growth.”

**What we can learn from this:** success is temporary, like Andy Warhol's quote about “fifteen minutes of fame.” Your business audience will always be asking what you've done for them lately. To exist as the same entity for years means you will get typecast just like an actor does. That's fine and can be lucrative until your audience decides they want something else and since you haven't embraced change, you won't be it.

## Trust Your Instincts - Robert De Niro

Robert De Niro is one of Hollywood's iconic names but he's also the co-founder behind the lifestyle brand Nobu Hospitality, owner of hotels in Spain and London, as well as Nobu Residences luxury condominiums. De Niro believes in surrounding yourself with smart advisors but that's not all. He says, “Listen to as many people as you can and get their input, but then finally you have to make your own decision about what you're going to do.”

**What we can learn from this:** making up your mind is critical to success, after all, it's your business. But the first half of what he says is important too. “Listen.” Soak up what you can from others. Be a lifelong learner. Build your references from other people's experiences and then take that information and use it to derive your answers for your business.

*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 “hole-in-the-wall” restaurants a little more than she should. Connect with her at:*

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Twitter: @christinagsmith

Facebook: @tellyourstorygetemalking

LinkedIn: @christinagsmith



Dawn Murray  
Executive Director

## IMPORTANT ANNOUNCEMENTS

### Chamber Staff

Dawn Murray  
Executive Director

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Information Associate  
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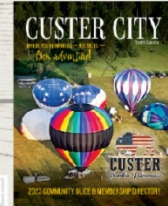
## 2023 Board Of Directors

Amy Bailey - President  
John Stahl - Vice President  
Michelle Fischer - Treasurer  
Amanda Allcock  
Craig Reindl  
Diane Dennis  
Corey Virtue  
Bobbi Schmidt  
Miranda Boggs

Julie Jenniges - City Liaison  
Mark Naugle - School Liaison  
Lydia Austin- CSP Liaison  
Leah Noem- BID Board Liaison



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](mailto:dmurray@custersd.com)  
605-673-2244

**RSVP NOW!!!**



# U.S. HIGHWAY 385 CONSTRUCTION

PENNINGTON-LAWRENCE COUNTY LINE TO SHERIDAN LAKE



Thursday, April 27, 2023

4 – 7 p.m.

**Rimrock Church**

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

The South Dakota Department of Transportation (SDDOT) is reconstructing a portion of U.S. Highway 385 between the Pennington-Lawrence county line and the south end of Sheridan Lake. Once completed, this section of U.S. Highway 385 will feature safety improvements, including wider shoulders on each side of the road where possible, improved road curves to meet current design standards, additional turning lanes to improve traffic flow, and new surfacing.



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

May 11

Chamber Mixer at Mt Rushmore Brewing Co.

5pm-7pm

May 18

Attractions Meeting Lit Swap

Mt Rushmore Brewing Co



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

JUST TO BE CLEAR

**JUST TO BE CLEAR**



**COW**



**High Capacity  
Assault Cow**

**CHAMBER HAPPENINGS**



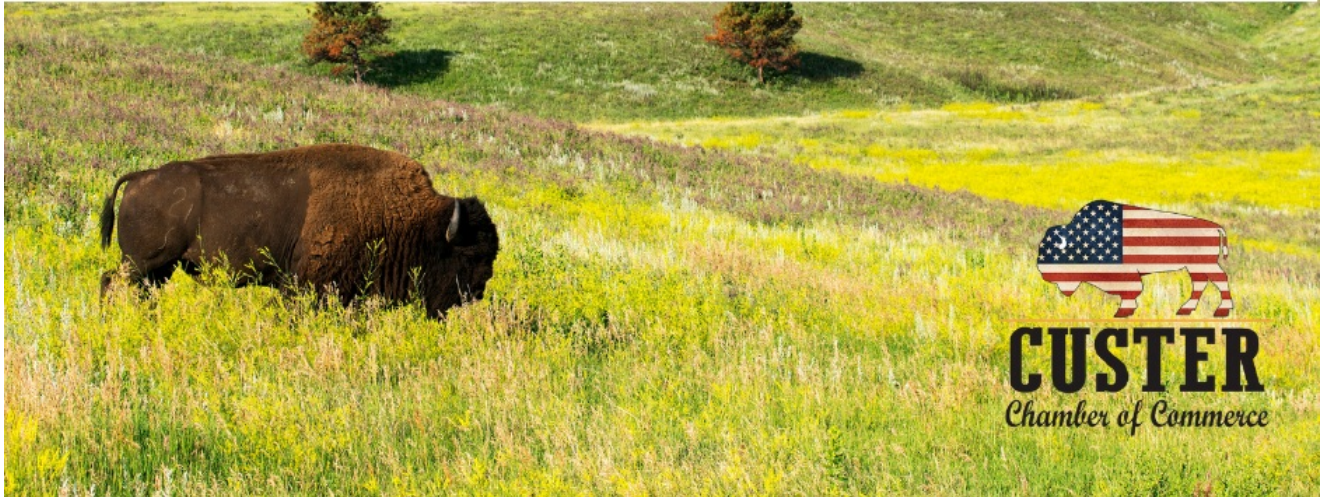
# CHAMBER MIXER

May 11, 2023

5pm-7pm

Hosted by

**MT RUSHMORE BREWING COMPANY**  
**140 MT. RUSHMORE RD**



9th Annual Sound of Silence Tesla Rally



# 9th Annual Sound of Silence Tesla Rally May 19th-21st

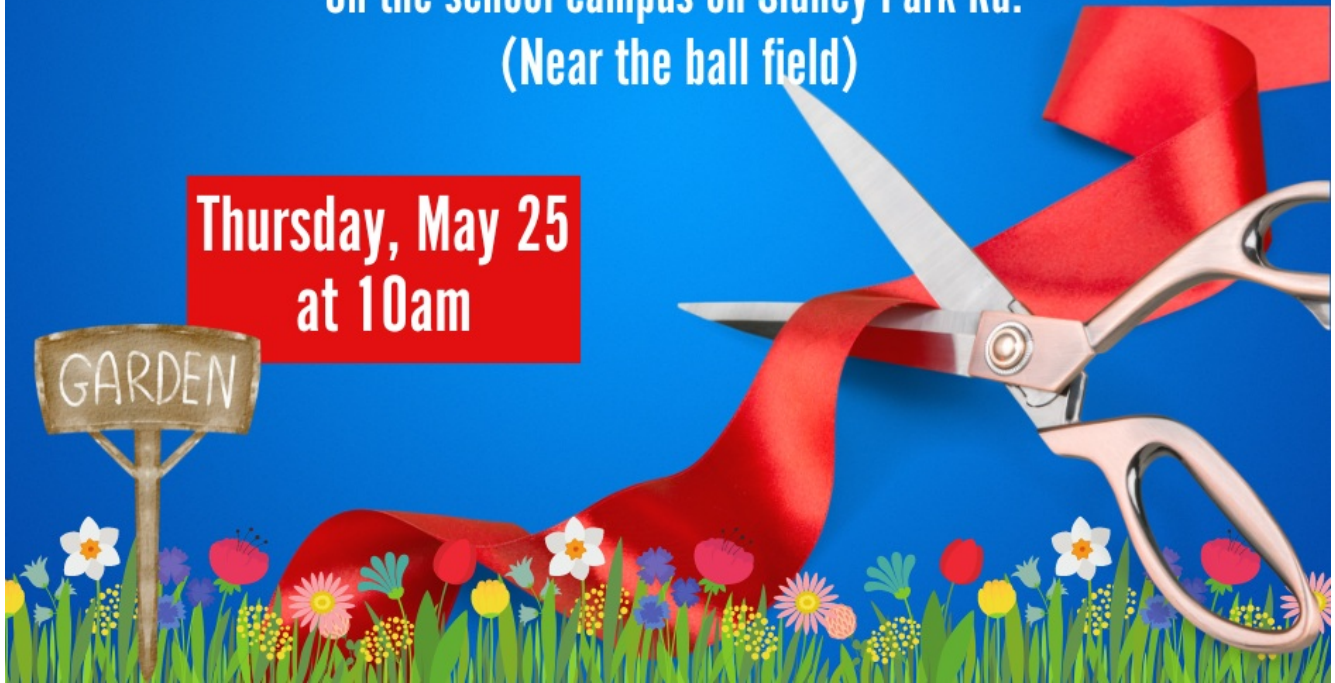


# *Ribbon Cutting*

## **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)

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# 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



**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)



The Custer County Democrats will meet on Monday, May 1, 11:30 am at the Pine Room. The meeting has been rescheduled due to last month's snow event and to accommodate the planned speaker. Attorney Jim Leach will be speaking on the petition drive to put the SD abortion issue on the ballot for the people to decide. Petitions will also be available to sign. The public is invited to attend for information on the issue. Following the presentation the regular meeting will include the election of officers. All registered Democrats in Custer County are eligible to vote.



## Custer County Republicans

The Custer County Republicans will meet Tuesday, May 2, at 5:30pm, in the Pine Room at the Custer County Library Annex. Since our April meeting was cancelled due to the snow, we have rescheduled Leah Vissia, County Director of Equalization, to be our speaker, and she will discuss the property assessment processes. We may also have some of our City Candidates to visit with us a bit. Our meetings are open to any interested parties, and all Custer County Republicans are encouraged to attend. Please RSVP to [CCRepubs@goldenwest.net](mailto:CCRepubs@goldenwest.net) to get a headcount for food.

Please RSVP to [CCRepubs@goldenwest.net](mailto:CCRepubs@goldenwest.net) to get a headcount for food.

Check us out on Facebook at CusterCountySDRepublicans.







# 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)

***Custer Center Conversations:***



*Phyllis Schrag*

# *Baseball, Preachers & Funerals*

*Come Join Us!*

*May 4th at 3:00 pm*

For further information call:

**605-673-2708**



Custer Senior Center  
538 Mt. Rushmore Rd.  
Custer, SD

***WHAT? Southern Europe***

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

***WHERE? Custer Senior Center***

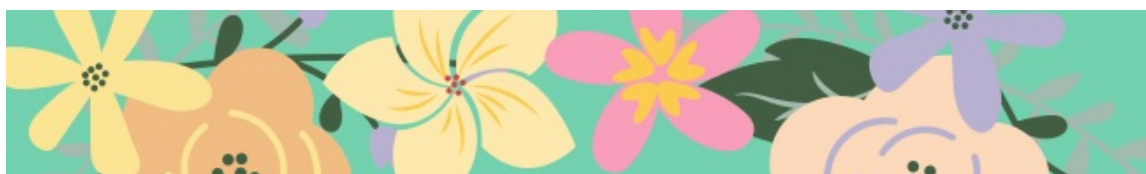
***SPEAKER? Lois Wells***

***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.







# Spring!

*may be, may be  
not?*

Black Hills Storytellers  
featuring  
The French Creek Folk

An evening of stories & music  
Friday, May 5th at 7:00 pm  
In the Pine Room  
at the Custer County Library



**SALE RUNS ALL WEEK!**

**CUSTER YMCA - LARGEST SALE**

**CAR**

# CUSTER YMCA. 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

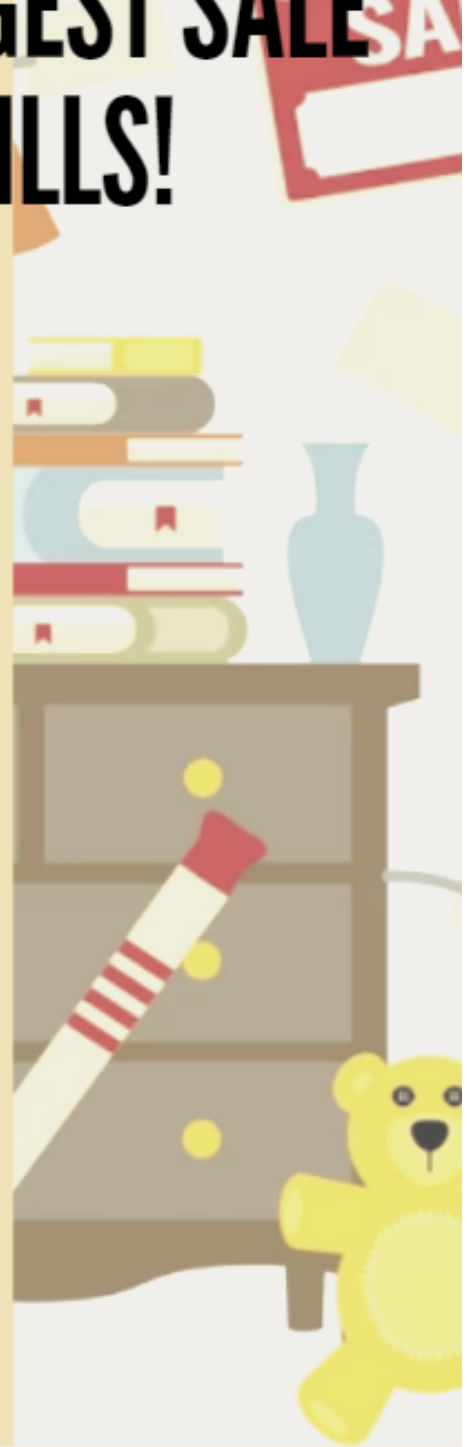
Sunday: 12-5 (7th)

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**  
**South Dakota Outdoor Shop**  
**632 Mt. Rushmore Road**

# Health

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

**Carter Bader Memorial Scholarship Fundraiser**

**SOCIAL EVENT**



# SOCIAL EVENT



MAY 6<sup>TH</sup>, 2023

7 pm – 11 pm

**Mt. Rushmore  
Brewing Company**  
140 Mt Rushmore Road, Custer SD

**MUSIC AND APPETIZERS**

**\$20 per person**

**For Early Tickets:**

Text Weston Woodward at 605-440-2000

Tickets also Available at Door

Join us for a Social Event to  
Celebrate Carter

Sponsored By:



Weston Woodward Senior Project

All Funds raised will go to  
support the Carter Bader  
Memorial Scholarship

Music Provided By:

**Jennifer  
Hartshorn**



CUSTER AREA ARTS PRESENTS

**CUSTER  
AID**



CUSTER AREA ARTS PRESENTS

**THE 2023  
CUSTER**

**\$5 ENTRY  
AT DOOR**



# Character Workshop

**SUN.  
MAY 7**

COME LEARN  
THE INS AND OUTS  
OF AIR GUITAR



**2:00  
PM**

LEAVE WITH  
A ROCKSTAR  
ALTER-EGO!

757 Mt. Rushmore Rd.  
CUSTER

FLIP ME OVER!



WINNER  
TO COMPETE  
AT  
NATIONAL  
FINALS!



**\$500  
CASH  
PRIZE**  
NATIONAL FINALS  
TRAVEL STIPEND!

**SAT.  
MAY 20**



**US AIR  
GUITAR**

**7:30  
PM**

*An Official US Air Guitar Regional Competition*

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351 WASHINGTON ST., CUSTER

REGISTER TO COMPETE AT  
[HTTPS://TINYURL.COM/CUSTERAIRGUITAR](https://tinyurl.com/custerairguitar)

FLIP ME OVER!



# Stillwater Hospice

**At Custer Senior Center**

**538 Mt Rushmore Rd.**

**May 10<sup>th</sup> at 10:00 a.m.**

- What does hospice look like in 2023?
- How can hospice benefit you in home or not?
  - Who qualifies for hospice services?
  - When is the right time for hospice?
  - Tell me about free grief counseling.

**Come listen to Amy Gorman answer  
these questions and more.**





# THE UPS AND DOWNS OF HERB AND JAN CONN

Herb and Jan Conn are Black Hills legends who moved to the Black Hills as a climbing destination and ended up mapping over sixty miles in Jewel Cave, the 3rd largest cave system in the world.

**The Ups and Downs of Herb and Jan Conn** documents their ascents and descents, and the exploratory, literary, cartographic, and artistic legacy they inspired.

## JOIN SDPB FOR A FREE SCREENING!

THURSDAY, MAY 11, 6 & 7:30 PM  
CUSTER BEACON  
351 WASHINGTON STREET

PREMIERES ON SDPB TV  
THURSDAY, MAY 18, 7:30 PM MT



# 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**



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

# VOLUNTEER 2023 Campus Cleanup Day Saturday, May 13, 9 AM - 4 PM

THE BLACK HILLS  
PLAYHOUSE



Help us usher in another season of Black Hills Playhouse theatre by volunteering for our annual

Cleanup Day! There are projects for people of all interests: sweeping, dusting, painting, fixing, installing, scrubbing, sawing...the list of fun activities could go on and on.

We will start at the Dining Hall at 9:00 AM for a quick meet & greet. After the coffee and intros, we will promptly split into teams for the day's projects.

A potluck lunch will start at noon. You are welcome to bring anything you like, and please feel free to jot it down on the sign-up sheet (linked above), Or, if not, just let us know.

We encourage volunteers to bring whatever supplies might make their jobs easier. Certainly doesn't hurt to have extra shovels, cleaning supplies, rakes, gloves, chainsaws & pole pruners, paint brushes & rollers, floor magnets, drills, screws, vacuums, etc.

We have been very fortunate to grow the attendance of this event year after year. Let's keep the ball rolling with your support. Please sign up today! Thank you!

[Click Here To Register For Black Hills Playhouse Clean Up!](#)



Custer Area Arts Presents:  
The 2023

TICKETS  
\$5  
AT THE DOOR



# AIR GUITAR CHAMPIONSHIP

**\$500  
CASH  
PRIZE!**



**SAT. MAY 20 | 7:30 PM**



**US★AIR  
GUITAR**

*An Official US Air Guitar Regional Competition*

**SIGN-UP TO COMPETE AT: [HTTPS://TINYURL.COM/CUSTERAIRGUITAR](https://tinyurl.com/custerairguitar)**

**WINNER ADVANCES TO COMPETE IN THE NATIONAL FINALS!**

**SPECIAL EVENT: NEED HELP CREATING YOUR AIR GUITAR CHARACTER?**

**CREATE-YOUR-CHARACTER EVENT  
SUNDAY MAY 7 | 2:00 PM**



**OLD PINE SOCIAL  
757 MT. RUSHMORE RD, CUSTER**

**ANNUAL 5K FUN RUN AND FAMILY BUBBLE PARADE**

**Hustle**



# 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.rmhc-sdak.org](http://www.rmhc-sdak.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

## ZONTA WOMEN'S FILM, ART & MUSIC FESTIVAL

**LUNAFEST CUSTER 2023**



## SHORT FILMS BY & ABOUT WOMEN

2:30 AND 8:30 PM SHOWINGS

HOSTED BY THE ZONTA CLUB  
OF THE SOUTHERN BLACK HILLS



*Benefitting Regional Projects  
Supporting Women & Girls*

## **Artists & Artisans** **2:00 PM - 6:00 PM**

Paintings, Jewelry, Wood Ornaments  
Stained Glasswork, Handcrafted Leather  
Botanical Eco Prints on fibers made into many  
items- journals, clothing.. Wall Art Inlay/Mosaics  
Many Handpainted Items in dotted Mandala-style  
Writer/author Painted Rocks & painting activity  
and much more.....

## **Musicians**

4:00- 8:15 PM

Morning Dew-  
Amelia & Adelaide Morgan  
Kathy Corbett  
Custer Ukulele Troupe  
Cory Tomovick  
Avery Christiansen, Sadie Moore  
& Hanna Honors

## **Sister Moon**



SATURDAY , JUNE 3,2023

2PM-10PM

THE CUSTER BEACON  
3RD & WASHINGTON ST.  
CUSTER , SD

Beacon Kitchen opens at 2:00 PM

New-Selfie Corner!

### WE THANK OUR SPONSORS:

The Custer Beacon, The Custer County Chronicle, Custer Area Art Council  
Lewis Realty, Peg Ryan, South Dakota Coalition Ending Domestic & Sexual Violence  
DAR (Daughters of the American Revolution) WEAVE (Women Escaping a Violent Environment)

# ANNOUNCEMENTS

## NEWS RELEASE

4/20/2023

### First Interstate Custer Area Fund is Accepting Grant Applications

The First Interstate Custer Area Fund is accepting applications for grants from qualified 501 (C) 3 Organizations in the Custer area thru September 12, 2023. Recipients will be selected and grants funded during the Month of October 2023.



**FIRST  
INTERSTATE  
CUSTER AREA  
FUND**



Disbursements by the local board of directors are determined according to the needs of the community. Past disbursements from 1999 to date have totaled \$209,560 and have benefited a variety of local projects, historical organizations, and the arts and humanities.

If your non-profit organization would like to be considered in the disbursement of funds, please complete the First Interstate Custer Area Fund application form and return it to any board member or mail the form to:  
[First Interstate Custer Area Fund, 648 Mt Rushmore Rd, Custer, SD 57730, Attention: Donna Cullum.](#) Completed applications can also be emailed to [Donna.Cullum@fib.com](mailto:Donna.Cullum@fib.com).

Grant applications forms are available from any local board member, please call: Jenny Behlings 673- 5436, Don Kraus 673-2072, Curtis Tyler 673-2215, Donna Cullum 673-2215, Nathan Wiederholt 673- 2716, Bobbi Schmidt 605-450-9956, or Misty Fish 673-4848.

The deadline for completed applications for the annual disbursement of funds will be September 12, 2023. The funds will be disbursed during the month of October 2023.



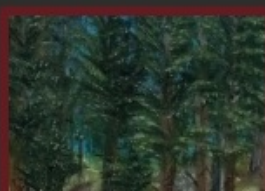
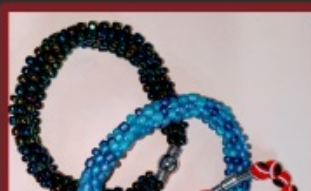


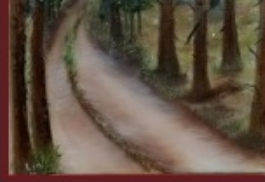
**Custer businesses**

# City Basket Program

Let's paint the town: Beach sunrise this year!  
It is time to get on the list for the 2023 city baskets

Sign up by May 15th - 605.673.2510  
[dakotagreensofcuster@live.com](mailto:dakotagreensofcuster@live.com)





## 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







# 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**

**STORAGE**



## 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

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## NEWS FROM THE STATE







## Greetings, Tourism Friends!

We hope you've marked your calendars for two of our favorite upcoming events: [National Travel & Tourism Week](#) (May 7-13) and [605 Day](#) (June 5).

Here is a little more information about each event and how to celebrate and engage with Travel South Dakota's efforts:

### **National Travel & Tourism Week**

[National Travel & Tourism Week](#) (NTTW) occurs annually the first full week of May. The week's events and activities promote advocacy and awareness of the tourism industry and its impact on our communities and state. This can be done by hosting events within your communities, shining a spotlight on tourism and hospitality workforce, social media posts that tell the story of how travel & tourism creates jobs and supports businesses, op-eds, and letters to your government officials. For more information about how you can get involved in NTTW, contact Travel South Dakota's Industry Training & Legislative Relations Manager, Bailey Carlsen, at [Bailey.Carlsen@TravelSouthDakota.com](mailto:Bailey.Carlsen@TravelSouthDakota.com) or visit [SDVisit.com](http://SDVisit.com).

### **605 Day**

We all know "The 605" is a great place to live and play, but did you know South Dakota is only one of 12 states in America to have a single area code (605)? [605 Day](#) is celebrated on June 5 (6/05) and is a one-day event that celebrates all things South Dakota. Post photos on your social accounts, make an Instagram Reel, host a 605 Day party or plan a giveaway with some cool South Dakota swag. For more information about celebrating 605 Day, contact Travel South Dakota's Social Media Manager & Global Media Representative, Stephanie Palmer, at [Stephanie.Palmer@TravelSouthDakota.com](mailto:Stephanie.Palmer@TravelSouthDakota.com) or visit [SDVisit.com](http://SDVisit.com).

Thank you for your support of our state's tourism industry. Don't hesitate to reach out with any questions!



*Great* FACES  
GREAT *Places*

Hello, Tourism Friends!

In partnership with the South Dakota Retailers Association, Travel South Dakota will host renowned leadership speaker & corporate culture expert Betsy Allen-Manning as part of the 2023 Spring Hospitality Training. Betsy will travel across South Dakota during National Travel & Tourism Week (May 7-13) to share her message with front-line staff in seven communities. There is no cost to attend any of the sessions.

**People Savvy: Improve Communication, Build Better Relationships & Deal With Difficult People Effectively**  
Studies show that 85% of your success in life is due to your people skills, yet it's one of the most difficult skills to develop. In this highly interactive and hilarious presentation, Betsy takes you through an engaging experience of how different personalities prefer to communicate, connect, be influenced, make decisions, and resolve conflict. As a human behavior expert, Betsy breaks down personality styles in a humorous and easy way so you can work better with others and get the results you want.

Actionable Takeaways:

- Get strategies for increasing your emotional intelligence and dealing with difficult people.
- Quickly identify someone's personality, preferences and peeves, and leverage that knowledge to build stronger relationships, enhance service and reduce conflict with others.
- Discover strategies to common communication issues so you can adapt to get better results with people.
- Learn how each personality style is specifically motivated, and how they prefer to be influenced and make decisions.

Join Betsy for strategies to achieve the best in your personal and professional life. You'll leave feeling charged up, motivated and excited to get back out there and work your magic.

If Betsy will not be visiting your community, you are welcome to join us at any of the seven sessions! Anyone involved with a business relevant to the tourism industry is encouraged to attend the free trainings. Travel South Dakota hopes all business owners and managers will encourage their front-line employees to attend these sessions, which are specifically designed for them.

## SCHEUDLE

**Hot Springs** - Monday, May 8, 10:00 - 11:00 a.m. (MT) - Mueller Civic Center, 801 S. 6th Street

**Spearfish** - Monday, May 8, 3:00 - 4:00 p.m. (MT) - Black Hills State University (Meier Hall, next to Berry Library), Yellow Jacket Lane

**Rapid City** - Tuesday, May 9, 8:30 - 9:30 a.m. (MT) - The Monument (LaCroix Hall C), 444 Mt. Rushmore Road  
N

**Fort Pierre** - Tuesday, May 9, 2:30- 3:30, p.m. (CT) - Casey Tibbs Rodeo Center, 210 Verendrye Drive

**Sioux Falls** - Wednesday, May 10, 9:00 - 10:00 a.m. (CT) - Holiday Inn City Centre (Starlite Room), 100 W 8th Street

**Watertown** - Wednesday, May 10, 2:30 - 3:30 p.m. (CT) - Goss Opera House, 100 E Kemp Avenue

**Yankton** - Thursday, May 11, 10:00 - 11:00 a.m. (CT) - Mead Cultural Education Center (Leonard Hall), 82 Mickelson Drive

If you have any questions about the Spring Hospitality Training, please feel free to contact Travel South Dakota's Industry Training & Legislative Relations Manager, Bailey Carlsen, at [Bailey.Carlsen@TravelSouthDakota.com](mailto:Bailey.Carlsen@TravelSouthDakota.com) or visit [SDVisit.com](http://SDVisit.com).

All our best

# PRESS RELEASES



## Black Hills Parks & Forests Association

Supporting **Wonder & Exploration** for Over 75 Years

*Black Hills Parks & Forests Association's 2<sup>nd</sup> Virtual Fundraise, the South Dakota Centennial Trail Challenge will begin May 29.*

*For Immediate Release*

*Contact: Brad Keizer, Black Hills Parks & Forests Association  
bkeizer@blackhillsparks.org*

Join Black Hills Parks & Forests Association (BHPFA) for a virtual fundraiser, the *South Dakota Centennial Trail Hike Challenge*. Between Memorial Day, May 29, 2023 and Labor Day, September 4, 2023, BHPFA is encouraging public land supporters from around the country to virtually travel the length of the South Dakota Centennial Trail from Wind Cave National Park to Bear Butte State Park. Participants can earn miles by self-supported, non-motorized activities like running, hiking, walking, and swimming from anywhere they choose. After completing an activity, participants can upload their mileage to the challenge's website, where their progress is tracked along an interactive map of the Centennial Trail.



“We want to inspire folks to spend time outside, explore public lands, and embrace physical activity! This will be a fun and interactive event, we encourage participants to sign their friends and family up and challenge each other!” says Executive Director Patty Ressler.

Registration is required to take a part in this virtual event and will open May13. The cost is \$25 for BHPFA members and \$55 for non-members and includes an event sticker & patch. Non-members will receive a complimentary membership. If you are currently a member, there will be an early bird, members only registration, beginning May 1. This fundraiser supports BHPFA's non-profit mission of supporting interpretive programs, educational activities and research efforts to protect and preserve the cultural and natural resources of the Black Hills and Nebraska. Thank you to the generous sponsors who are helping make this event possible. **To learn more and to register visit:** <https://blackhillsparks.org/south-dakota-centennial-trail-hike-challenge/>

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 more information about Black Hills Parks & Forests Association, check out the website at [www.blackhillsparks.org](http://www.blackhillsparks.org) or call 605-745-7020.

Photo Caption: Participants will receive an event sticker & patch as part of registration with this bison logo.





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 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

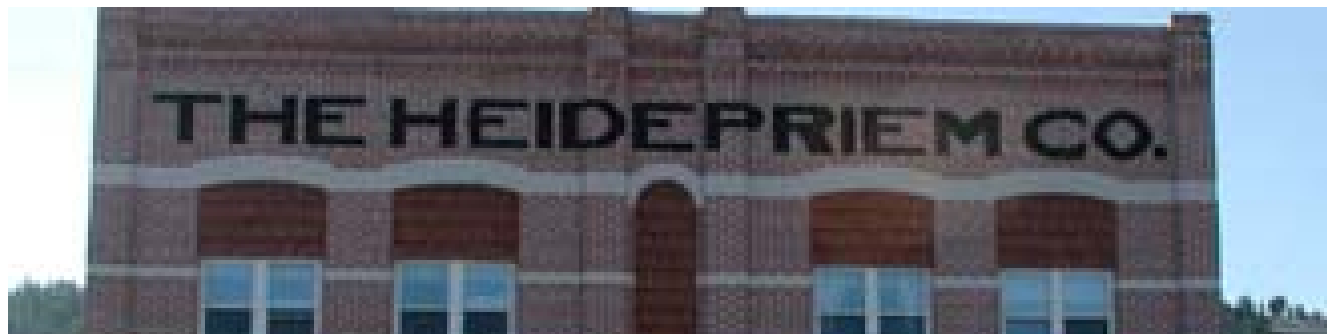
*South Dakota's second commercial winery, Prairie Berry Winery was co-founded in 1999 by fifth generation winemaker and brewmaster Sandi Vojta. Made on site, the award-winning wines are infused with both local and seasonal ingredients.*

*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





## Custer Senior Center

May Schedule

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



## WEEKLY INSPIRATION





## HELP WANTED

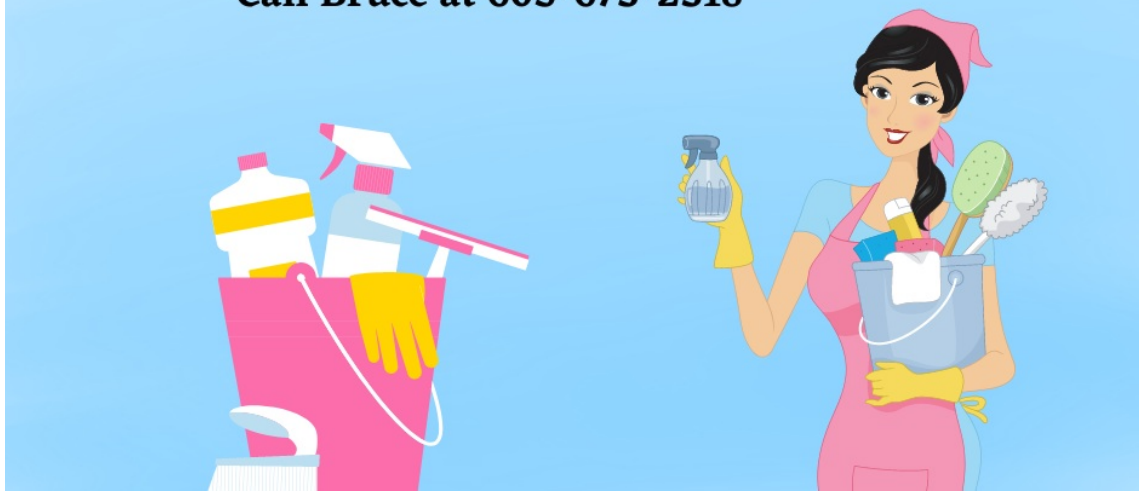
### CHIEF MOTEL

Hiring Housekeepers for 2023 Season.  
Excellent pay plus end of season bonus!





Excellent pay plus end of season bonus.  
Call Bruce at 605-673-2318



# ARE HIRING!

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

## Job Positions

- Line cooks
- Dishwashers
- Full time
- 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

# NOW HIRING

SEASONAL PART TIME

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



***CONTACT US:***

(605) 673-3047

507 Mt Rushmore Rd Custer, SD

## DISH WASHER 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**

## 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](#)

#### **Connect With Us**



[Visit our website](#)

