# 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**

Do you want people to think about your business before all others? Of course, you do. The first step to patronizing your business is remembering it exists.

Imagine you have a free evening, and you want to go out to eat. It doesn't matter how amazing the food is at the new place down the street; if it doesn't pop into your mind, you won't be going there.

The same is true of your potential customers. They need to think of you to spend money with you.

So how do you ensure you're top of mind and that they will think about your business over the competition? You need to find a way to stand out and be memorable. A good product or service is the first step. Good customer service is also a solid choice. But to truly stand out you must do something slightly different.

### Ways to Ensure Your Business Is Top of Mind

#### **Events**

Hosting an event at your business is a great way to help people remember you. It also provides an experience, and many individuals admit to enjoying them over physical purchases. When you host an event encourage people to share the occasion on social media for even greater reach.

There are several types of events that draw crowds:

- 1. **Sampling your offerings or services**. You can host an event that is directly related to what you do. For instance, a restaurant may have an invitation-only, special tasting night to sample its new menu.
- 2. Education event. You could also offer an evening out based around something that you sell. For instance, a

yarn store may hold classes on how to knit.

3. **Block party**. Celebrate your customers and potential customers by throwing a party outside your store. A patio furniture store held a parking lot party every weekend with a band and hot dogs. It drew a crowd and people lingered. It was a nice tie in with the product they sold—outdoor furniture. It helped people imagine hosting their own parties later with their new furniture.

#### A Facebook Group

Depending on the nature of your business, and the things your ideal customer/target audience may have in common, a Facebook group can connect your buyers to you and to one another. This idea works well when you can find a connection or mutual interest among your customers. For instance, a bookstore might create a Facebook group for writers or for fans of a specific genre. In a Facebook group you can share information and flash sales, stream events, and invite your audience to talk about their favorite books. The online community will keep your brand center stage while uniting and engaging your audience.

### Savings Clubs/Subscriptions

Have you noticed that a lot of companies are charging their customers a monthly fee for some sort of discount or benefit? It began with Amazon Prime, where customers paid an annual fee for free shipping. The program has expanded beyond that now, but you can certainly start with one benefit like that.

Panera has created an unlimited coffee subscription where coffee lovers are auto-charged a fee each month and given a free cup of coffee daily. Both programs drive sales (and loyalty). When people pay for something, they want to get their money's worth. Often, that means buying from one store over another because they're part of a savings club.

However, like gift certificates, there may be people who pay every month and don't use your services. That's OK too as the subscription (even if it's only a few dollars) is a source of revenue you did not have before.

If you want strong sales at your business, you need to ensure that your target market thinks about you. You can do that through email marketing, social media participation, or these three ideas. But whatever you do, make sure you use consistent branding and tone. After all, you want them to remember you, not question who you are.

<u>Christina R. Metcalf</u> (formerly Green) is a marketer who enjoys using the power of story and refuses to believe meaningful copy can be written by bots.



Dawn Murray
Executive Director

## **IMPORTANT ANNOUNCEMENTS**

#### **Chamber Staff**

Dawn Murray
Executive Director
dmurray@custersd.com

Jamie Dean Administrative Assistant

<u>Jdean@custstersd.com</u>

Fred Baumann
Information Associate
fbaumann@custersd.com

Amy Brazell
Information Associate
abrazell@custersd.com

Pat Hattervig
Information Associate
<a href="mailto:phattervig@custersd.com">phattervig@custersd.com</a>

#### 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

# CHAMBER MIXER

February 16, 2023 5-7pm

Hosted by Custer Dental Studio

141 N 5th St

Mixers are a great way to meet, mix and mingle.
Please bring a friend and enjoy some refreshments.





**DATE/TIME:** Wednesday, February 22, 2023 Registration - 8:30 a.m.

**Program** - 9 a.m. - 12 p.m.

LOCATION: Black Hills Visitor Information Center, 1851 Discovery Circle

Rapid City, SD 57701 II-90 Exit 61

PRESENTERS: Jennifer Ackerson, Chris Pilley, Cole Irwin

More Information

To have things added to Buffalo Bytes, please send to Amy: <u>abrazell@custersd.com</u>. Items need to be received by Wednesdays at noon in order to be added to weekly Buffalo Bytes. Thank you!

# **2023 Sponsorship Opportunities**













# Sponsorship Opportunities 2023









**Printable Sponsorship Form** 



# 2022 Royalty



Shaylee Gramkow, Kelly Wicks, Kellyn Kortemeyer

Sponsored by:

# Your Business Here!

**Gold Discovery Days Banner Sponsorship Form** 

MARK YOUR CALENDAR

# February 16

Chamber Mixer at Custer Dental Studio 5pm-7pm

# February 27-March 4

6th Annual Custer Restaurant Week At participating restaurants throughout Custer

# March 4

18th Annual Custer Trade Show Custer High School (1645 Wildcat Lane) 9am-3pm

# WEEKLY HUMOR





# so late him.

# **CHAMBER HAPPENINGS**

Experience the tacto





Reserve you space NOW

## MEMBER SPOTLIGHT

**2023 CUSTER CHAMBER** 



To have your business featured in our Member Spotlight, please contact Amy Brazell at <a href="mailto:abrazell@custersd.com">abrazell@custersd.com</a>



Southern Hills Screen Printing
The Church at Custer
Quilted Buffalo
LJ's Recovery & Transport, LLC
Hjem A.M.

Pizza Works Allure Spa

# **AREA EVENTS**





# HAVE FUN LET LOOSE MAKE FRIEND

# Feelin' Groovy 60's Skate CUSTER YMCA

The Custer YMCA is hosting monthly Skate Nights! Drop your kids off for a night of fun in a safe, semi-structured environment. Come just as you are, or dress to impress for the current themed Skate! Check out our web site or Face Book page for current Skate Night themes & programs!

- Develop Stability, Balance, Hand & Eye Coordination—Great Exercise!
- Fun Atmosphere
- Costume Contest at 7pm
- Games & Group Dances
- · Concessions Available

WHEN: FRIDAY, February 3, 2023

FEE: YMCA Members: Free Admittance, \$1 Skate Rental

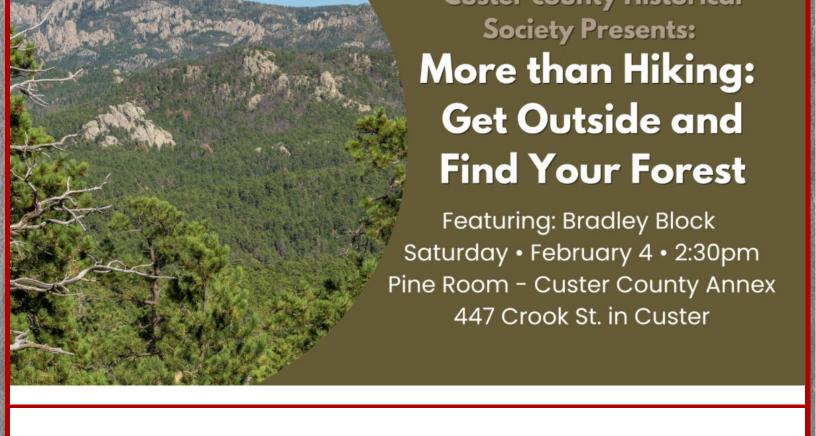
Non-Members: \$2 Admittance, \$2 Skate Rental

TIME: 5:30-8:30 p.m. LOCATION: CUSTER YMCA

644 Crook Street Custer SD 57730 605.673.5134

http://www.rcymca.org









MONDAY 12 PM
Water Bottle Stickers

TUESDAY 12 PM
Glass Etching

WEDNESDAY 4:30 PM
Vinyl Letters for Sign Making

THURSDAY12 PM Felt Garland Making

FRIDAY 12PM
T-Shirts in 2 Ways



### **FEBRUARY 6-10TH**

Each day, Custer County
Library Staff will
demonstrate a different
application of our Cricut
Maker Space. Come get
some ideas and instruction.



HERMOSA CRICUT DAY Wednesday, February 22nd II:30am Hermosa Library Basement



# Elders' Wisdom Children's Song

Monday, February 6, 2023

2:00 pm at the Hermosa Gym 6:30 pm at Custer High School Theatre

Custer School District's 4<sup>th</sup> grade students present a celebration honoring three members of our community.

Honorees:

Diane Bishop Donna Kothe Gary Lipp

Free Admission

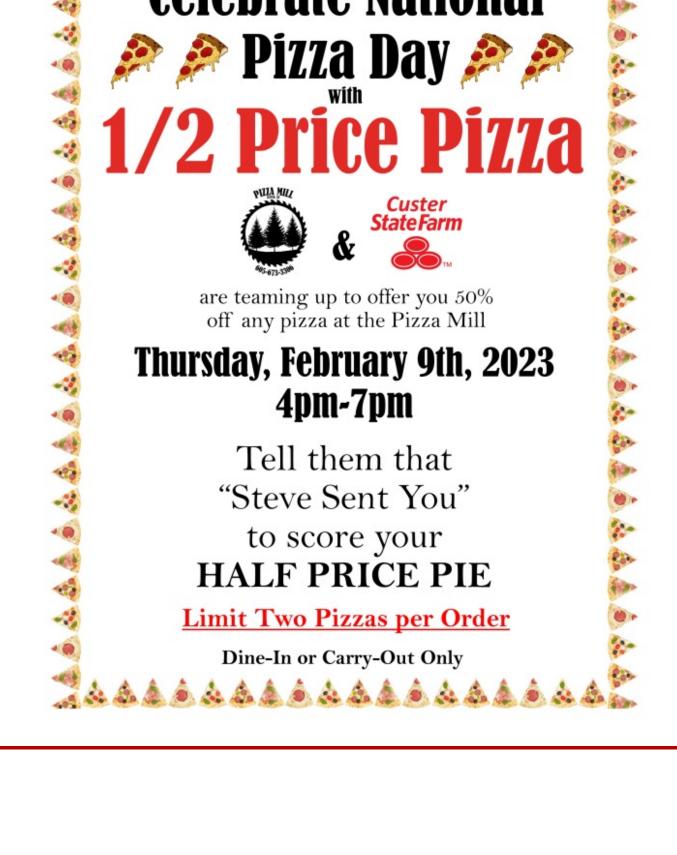
Reception following program



in the Pine Room at the Custer County Library Annex. We will be reviewing some bills presented in the Legislature this session, and also have a presentation from American Contingency regarding preparedness for emergencies. Our meetings are open to any interested parties, and all Custer County Republicans are encouraged to attend. Please RSVP to <a href="mailto:CCRepubs@goldenwest.net">CCRepubs@goldenwest.net</a> to get a headcount for food.

Check us out on Facebook at CusterCountySDRepublicans.







#### South Dakota Enhanced Conceal Carry Class

This is a One Day Class

Saturday Feb. 11th. 2023 9:00am to 4:30pm

The Enhanced Permit allows you carry in 38 states including MN, NE, WI, NV, NH, WA, and SC NM is currently under review.

Class size is limited so register early.

For additional information or to register for the class contact us at 605-673-3222 or by e-mail at southernhillstactical@gwtc.net







### FEBRUARY 18 & 19 | 11 AM - 7 PM

Enjoy two days of all-day fun that includes live music, outdoor firepits, an igloo bar with mulled wine & hot cocoa, crowler fishing, indoor corn hole, Craft Beer & Bingo, and so much more!

It's free and open to everyone! \*\*Dress warm for outdoor activites!\*\*

#### **SATURDAY ACTIVITIES:**

10 AM - 5 PM	Oh Geez! pop-up shopping event
--------------	--------------------------------

11 AM Crowler Fishing Benefits the Hill City Fire Department

12-1 PM Miner Mutt Dash Sponsored by Bar K-9

2-4 PM Live music at Prairie Berry Winery Skyline String Band
5-6:30 PM Live music at Miner Brewing Company Nate Champion Band

#### **SUNDAY ACTIVITIES:**

11 AM Crowler Fishing Benefits the Hill City Fire Department
12-2 PM Craft Beer & Bingo Benefits Black Hills Badges for Hope
2-3 PM Live music at Prairie Berry Winery The Rathco

5-6:30 PM Live music at Miner Brewing Company Nate Champion Band

BAR K-9

DOG PARK AND BAR

Details at Prairieberry.com/all-events







#### South Dakota Enhanced Conceal Carry Class

This is a One Day Class

Saturday Feb. 18th. 2023 9:00am to 4:30pm

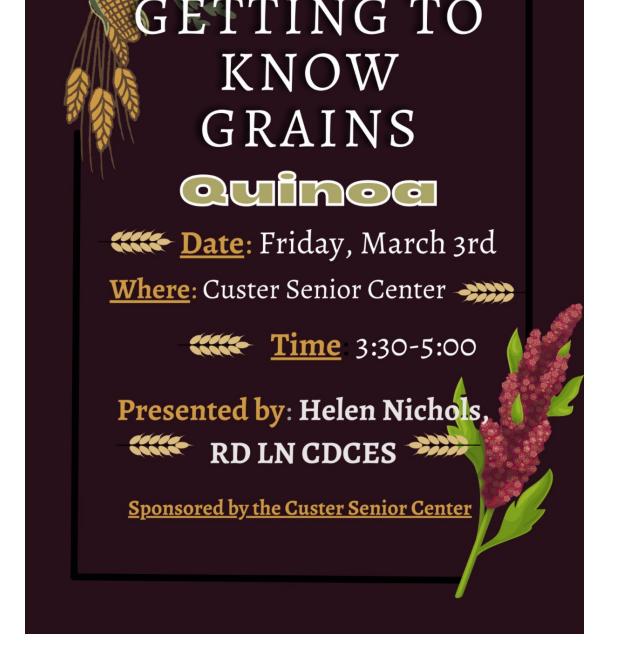
The Enhanced Permit allows you carry in 38 states includding MN, NE, WI, NV, NH, WA, and SC NM is currently under review.

Class size is limited so register early.

For additional information or to register for the class contact us at 605-673-3222 or by e-mail at southernhillstactical@gwtc.net



Reserve Your Seat

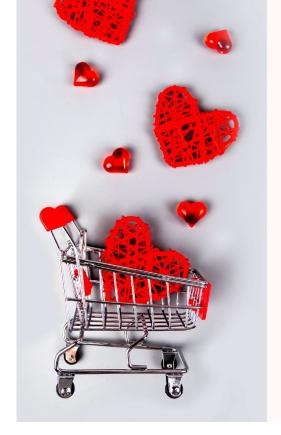


## **ANNOUNCEMENTS**



BLACK HILLS POWER BIKES RENTALS & BOUTIQUE

Valentine's Day





ALL SHIRTS
IN STORE

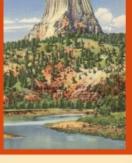
SPEND \$100 GET

> \$25 GIFT CARD

THROUGH FEBRAURY 11TH







"Next Time Let's Travel First Class, Alright"

Del in Planes, Trains and Automobiles

SMALL PIECES
ART SHOW 2023

# **MAY 20TH THRU JUNE 17TH**

YOUTH, TEEN AND ADULT CATEGORIES ● ENTRY DETAILS ON ART EXPRESSIONS FACEBOOK PAGE OR AT THE GALLERY ● VOTE FOR PEOPLE'S CHOICE ● CLOSING RECEPTION ON SATURDAY, JUNE 17TH 4-7 PM



Art Expressions Gallery and Gifts of Custer 17 North 5th Street, Custer, SD, PO Box 3024

Small Pieces Art Show Registration Form

# Custer School District Preschool Needs Survey

Complete the online survey or scan the code below

Hermosa Area Survey -

https://www.surveymonkey.com/r/HermosaPreschool

**Custer Area Survey-**

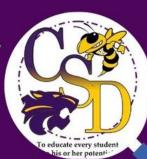
https://www.surveymonkey.com/r/CusterPreschool

### We'd Appreciate Your Feedback!

# Parents of Young Children in Custer School District ~ Please take the Survey



























### Custer County Courthouse Art Gallery

420 Mount Rushmore Road, second floor Custer, South Dakota

Showcasing the artwork of Lynn Marcy

Now through March 31, 2023

Endorsed by Custer Area Arts Council











507 Mt Rushmore Rd. Custer, SD

10% OFF MONTANA SILVER
15% OFF CINCH JACKETS, VESTS & SHIRTS
10% OFF ALL NON-SALE ITEMS
20% OFF METAL WALL ART & BUTTERFLIES
20% OFF PURSES
20-30% OFF SELECT CLOTHING
25% OFF TURQUOISE & WHITE BUFFALO



507 MT RUSHMORE RD. CUSTER, SD



#### CONTACT US

605-745-4042 campathiddenlake.com hiddenlakeresort@goldenwest.net 27291 Evans Street Hot Springs, SD 57747







# **NEWS FROM THE STATE**





FOR IMMEDIATE RELEASE: Thurs., Jan. 26, 2023

CONTACT: <u>Katlyn Svendsen</u>, Global Media & Public Relations Director, South Dakota Department of Tourism, 605-773-3301

#### Two South Dakota Chefs Nominated for Prestigious James Beard Award

PIERRE, S.D. – Two South Dakota chefs have been announced as semifinalist nominees for the 2023 James Beard Awards.

The James Beard Awards are considered one of the highest honors in the culinary industry.

Both Sanaa Abourezk\* from Sanaa's Gourmet Mediterranean in Sioux Falls, and Joseph Raney\* from Skogen Kitchen in Custer are listed as semifinalists in the best chef category for the Midwest Region.

"It is such an honor to celebrate these two outstanding South Dakota chefs," said James Hagen, Secretary of the South Dakota Department of Tourism. "Anybody who has been to their restaurants can easily understand why they are semifinalists for this incredible award. Sanaa and Joseph have elevated the culinary experience in our state. Their menus are satisfying palettes from around the globe and are making South Dakota a culinary destination."

Finalists will be announced on March 29, and winners will be awarded at the James Beard Restaurant and Chef Awards Ceremony on June 5 in Chicago, Illinois.

The South Dakota Department of Tourism is comprised of Travel South Dakota and the South Dakota Arts Council. The Department is led by Secretary James D. Hagen.

#### Media Notes:

- For high-resolution photos of Skogen Kitchen visit this link. Credit: Travel South Dakota.
- For high-resolution photos of Sanaa's Gourmet Mediterranean visit this link. Credit: Experience Sioux Falls.
- Visit this link for a recently produced high-quality video of Skogen Kitchen. Credit Travel South Dakota.
- \*Sanaa (suh-NAH )
- \*Abourezk (AA-bor-esk)
- \*Raney (RAY-nee)

# AgritourismSD

An intensive two-year program focused on providing the tools and skills needed to develop a successful agritourism enterprise.

In partnership with SDSU Extension, Travel South Dakota is eager to kick off the second class of AgritourismSD that will run 2023-2025.

If you are interested in adding an Agritourism enterprise to your operation (or work with producers that may be interested) I highly recommend participating in this program.

All information below can be found on SDvisit.com/agritourism

AgritourismSD is a two-year, intensive program focused on providing the tools and skills needed to develop a successful agritourism enterprise. Over 24 months, there will be eight two-day, in-person workshops providing in-depth information to help build a successful agritourism enterprise. To see updates from AgritourismSD Class 1, check out the <u>Agritourism SD Facebook page</u>.

Applications are due Friday, February 17, 2023, and the program will begin May 2023.

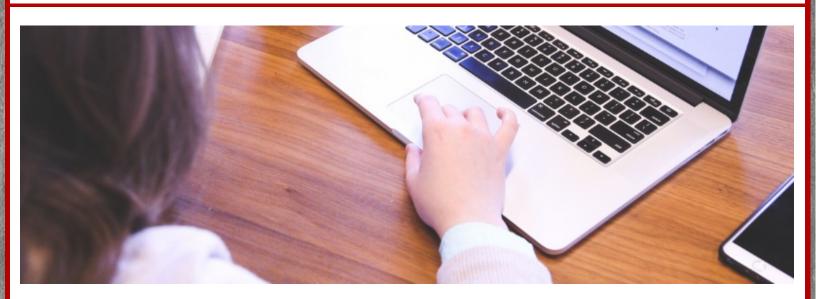
#### OVERVIEW OF THE AGRITOURISMSD PROGRAM

#### **MORE INFORMATION AND APPLICATION**

Jacey Ellsworth | Industry Outreach & Agritourism Manager

Travel South Dakota Phone: 605-295-3077

<u>TravelSouthDakota.com</u> | <u>SDVisit.com</u>



### YOU'RE INVITED

Join us Tuesday, February 14, 2023, at 10 a.m. Central/9 a.m. Mountain for the "Insights into the South Dakota Visitor" webinar featuring the Director of Research Accounts at MMGY Travel Intelligence, Sindy Diab. Sindy will discuss South Dakota's visitor profile.

What: Insights into the South Dakota Visitor

What. magnia into the bouth bakota visitor

Date and Time: Tuesday, February 14, 2023 @ 10 a.m. Central/9 a.m. Mountain

Presented By: Sindy Diab

Cost: Free!

We'll Discuss:

Average Length of Stay

Size of Travel Party

Average Spend Per Visitor/Travel Party

When They Travel Here

Primary Purpose of Trip

**Top Origin Cities** 

**Trip Satisfaction** 

Please <u>register</u> ahead of time. This webinar will be hosted by Travel South Dakota via Zoom. Contact Industry Training & Legislative Relations Manager, <u>Bailey Carlsen</u>, with any questions.

#### **REGISTER NOW >>**

#### How to Connect

This webinar will be available via Zoom. For most participants, joining the webinar will be as simple as clicking the link provided in the confirmation email. If you are uncertain if you can connect, you can read about the system requirements on the Zoom website.

Once you call into the session, please turn your phone to mute during the webinar. Participants will be able to submit questions by typing them into the messaging functionality during the webinar. There will also be time for Q&A at the end of the session. If you only want to listen and/or run into any problems with logging on to Zoom, phone-only access is an option.

This webinar will be recorded. A link to the recording will be sent to participants following the presentation and will be available on <u>SDVisit.com</u>.

## PRESS RELEASES

#### FOR IMMEDIATE RELEASE

Crazy Horse Memorial Foundation 12151 Avenue of the Chiefs Crazy Horse, SD 57730

#### 2023 Marks 75th Anniversary for Crazy Horse Memorial

CRAZY HORSE, SD (Jan. 6, 2023) — It has been 75 years since the first blast began to reveal the likeness of Lakota leader Crazy Horse in the granite on Thunderhead Mountain in southwestern South Dakota. Over the years, as the sculpture began to take shape, so did the mission of the Memorial.

"We are excited to celebrate the 75th Anniversary of Crazy Horse Memorial," said Crazy Horse Memorial CEO Whitney Rencountre. "We would like to honor the work of all those who have contributed to Crazy Horse Memorial: past, present, and into the future."

Today the mission of Crazy Horse Memorial Foundation is to protect and preserve the culture, tradition, and living heritage of the

North American Indians. The foundation demonstrates its commitment to this endeavor by following these objectives:

- \* Continuing the progress on the world's largest sculptural undertaking;
- \* Providing educational and cultural programming to encourage harmony and reconciliation among all people;
- \* Acting as a repository for Native American artifacts, arts, and crafts through The Indian Museum of North America and The Native American Educational and Cultural Center.
- \* Establishing and operating The Indian University of North America.

"Our events throughout the year will be mission-focused and will build on the dream of Crazy Horse Memorial through the work of the Mountain, The Indian Museum of North America, and The Indian University of North America," Rencountre said.

As part of the 75th Anniversary Celebration, on June 3, 2023 the 37th Annual Volksmarch will be held and admission will be waived for hikers bringing at least three cans of food. On June 4, 2023 the Memorial will hold a public event to honor the 75th Anniversary of the Memorial.

Crazy Horse Memorial has progressed through many changes since the June 3, 1948 dedication of the one-of-a-kind educational and humanitarian project. What began as a dream, turned into a friendship sealed with promise, and continues to unfold as a story unlike any other. Transitioning from the time of Chief Henry Standing Bear communicating the importance of the project, to sculptor Korczak Ziolkowski's unwavering commitment to fulfilling a promise, to matriarch Ruth Ziolkowski's determination to advance the foundation's mission, the story has now entered its fourth era.

Today, Crazy Horse Memorial Foundation is governed by a diverse Board of Directors, which includes Native and non-Native members. The Foundation is led by a CEO, Whitney A. Rencountre II, *Crow Creek Hunkpati Dakota*, and supported by talented staff. The Board of Directors and the leadership of Crazy Horse Memorial Foundation are committed to carry on the Dream. Their passion for progress in all aspects of the Foundation's mission "to protect and preserve the culture, tradition, and living heritage of the North American Indians" is strong as is the desire to keep the promise Korczak made to Standing Bear.

"It is an honor to recognize 75 years of heart poured into this story being carved in stone. Dad said the Mountain Carving is the smallest part of our Mission, which seems like a statement of irony, yet it is one of absolute truth," said Monique Ziolkowski, Artistic and Historical Advisor to the Crazy Horse Memorial. "The most substantial piece of this project is countless individuals that contribute in various ways to Crazy Horse Memorial and in turn the many lives impacted by Crazy Horse Memorial. We are forever grateful to all of you who have shared of yourselves, in any way, to our story. We are blessed to be on this journey with you."

To learn more about Crazy Horse Memorial, to plan a visit, and for information about making a contribution, call (605) 673-4681 or visit <u>crazyhorsememorial.org</u>. To stay up to date on the latest news and events, follow Crazy Horse Memorial on Facebook (/crazyhorsememorial), Twitter (@crazyhorsemem) and Instagram (@crazyhorsememorial); and follow The Indian Museum of North America on Facebook (/imnacrazyhorse) and Instagram (@imnacrazyhorse).

The Crazy Horse Memorial Foundation is dedicated to protecting and preserving the culture, tradition, and living heritage of the North American Indians by continuing the progress on the world's largest sculptural undertaking, the memorial of Lakota leader Crazy Horse; providing educational and cultural programming to encourage harmony and reconciliation among all peoples and nations; acting as a repository for Native American artifacts, arts, and crafts through the Indian Museum of North America and the Native American Educational and Cultural Center; and establishing and operating the Indian University of North America and, when practical, a medical training center for American Indians.







Above: Crazy Horse Mountain and Model Below: Whitney Rencountre CHMF





Above: Crazy Horse Memorial Korczak & Chief Henry Standing Bear



# Custer Senior Center

February Schedule

Click here to Check out the Custer School
District Calendar for upcoming school
events!



# **WEEKLY INSPIRATION**





# **HELP WANTED**

#### **Museum Director**

Custer County Historical Society is seeking an Executive Director to help shape the museum's future & increase the organization's value to the community. The purpose of the 1881 Courthouse Museum is to collect, preserve, exhibit, research and publish material for the study of history in Custer County and the adjacent Black Hills area. Working closely with the Board of Directors, the Museum Director oversees all aspects of the 1881 Museum's day to day operation. The Museum is open to the public from May through September. Year-round position with reduced hours during the off-season.

For full job description

email <u>1881courthousemuseum@gwtc.net</u>. EOE 605.673.2443







#### **Trail Crew Intern Positions**

For those interested or know others that might be interested, please see the attached vacancy announcement for Trail Crew Intern positions on the Black Hills National Forest.

**Trail Crew Position** 

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