

# Buffalo Bytes



Minutes, Not Miles, From Adventure

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## CUSTER CONNECTIONS

### The Power of Personalization

If this article had been written in the 1990s, it would have meant something very different. Back then, personalization meant mail merges. The fact we could personalize communication to include the recipient's first name (and later other fields), was the coolest thing ever. It showed someone who really knew how to use Word. These days when we talk about the power of personalization, we're not referring to using someone's name in an e-mail or letter. You should be doing that anyway. What your customers expect is a lot more complex but can drive a large number of sales when done well.

#### Product/Service Personalization

Marketers insist upon the importance of knowing your audience and creating marketing personas. While those are important ways to connect with your ideal customer, there's a newer trend that may say soon take the place of marketing personas or, at least, take them to the next level. Many businesses these days are asking their customers to design their own ideal product or service within the parameters that the business sets. We'll see in a moment just how engaging and lucrative that can be.

First, you need a business that sells a product or service that is flexible or tailorable in a scalable way. This works ideally for a service provider that offers different levels of service (such as a nutritionist) but is doable by a variety of businesses with a little creativity.

#### Get the Sale: "Just For You"

This type of personalization begins with a quiz. Design a quiz for someone who's interested in your product or

service to tell you more about themselves. When you have a customer telling you who they are, what they like and don't like, and how they will use your product or service, you have marketing gold. This intel may or may not apply to other people within their demographic, but it's likely to be a lot more relevant than something just dreamed up by the marketing team.

The quiz should include who they are and questions on important demographics to your product or service (for instance, if you are a professional trainer you want to know how old they are and how sedentary their lifestyle is, among other things). It should also include their preferences as they relate to your product or service. By answering this quiz, they are telling you about them and doing so in an enjoyable way. After all, everyone likes to talk about themselves.

Here's where things get interesting. Check out how this business used personalization in their product.

One of the most popular examples of this type of personalization is the BeyondBody app. BeyondBody is a simple healthy eating app that provides meal suggestions and recipes as well as water, step, sleep, and weight trackers. As apps go, the company is in a very congested (albeit lucrative) market. Yet, this company has done something to stand out. They market largely on social media with a free health quiz that creates—of all things—a personalized book for the user. The book is priced very high unless you order it in conjunction with the app, which has a monthly subscription fee. Together, the two cost less than the book alone. Plus, you receive a PDF version too.

How many apps do you know that use a book to sell more subscriptions? Not too many probably but that's not the magic of this marketing campaign. In fact, many times a paper book would turn people off. However, the reason this book is so popular is because it is personalized to the person who wants to lose weight/learn how to be healthier through the quiz they took. Their name is even printed across the cover!

## Why Does Personalization Work?

This type of personalization has taken a product in a congested market and made it something that people need to purchase because it's just for them. Like it or not, social media has created a culture of self-presentation. We are the stars of our show. That's why personalization is so effective. People want to be able to say this was made just for me. It's special. This kind of customization also provides businesses the ability to charge top dollar.

The consumer has long been conditioned to accept that products made for the masses are inexpensive and products that are handmade, customized, or tailored should command a higher price.

There are several inexpensive ways to offer personalization to your customers. In addition to using quizzes, you can install interactive components on your website that take people to the content that is most applicable to their needs. Yes, you can accomplish this same thing through tabs or buttons but what drives engagement is the interaction of a potential customer telling you what they want. Think of how Subway distinguished itself when it first came on the market. It used a fast-food model, *but* customers picked out their toppings. The sandwich was made just for them, in front of them.

Personalization and customization are so effective because they appeal to the consumers' vanity and desire for something that fits their needs specifically and was not designed for everybody else. It also allows you to charge more for your product or service. Engaging the customer to design their own is an important tactic because it also has a psychological driver behind it. If someone takes the time to create something and give you their feedback, and then you design a product or service just for them, they will feel more obligated to purchase it. After all, you can't just put it back on the shelf. Even if it's an electronic item that costs you nothing to create, the interaction used for them to design whatever customization has taken place comes with an obligation in their mind to purchase. This can be a very good thing for your business.

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

Twitter: @christinagsmith

Facebook: @tellyourstorygetemtalking

LinkedIn: @christinagsmith



**Dawn Murray**  
Executive Director

## IMPORTANT ANNOUNCEMENTS

### Chamber Staff

Dawn Murray

Executive Director

[dmurray@custersd.com](mailto:dmurray@custersd.com)

Jamie Dean

Administrative Assistant

[jdean@custersd.com](mailto:jdean@custersd.com)

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Information Associate

[phattervig@custersd.com](mailto:phattervig@custersd.com)

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



The Jaure family of Custer has recently suffered the loss of Miranda Jaure.

Skylair and Miranda both work as teachers and coaches at the Custer School District. Miranda leaves behind her husband and 3 daughters.

We are reaching out to the Custer businesses to see if you would consider donating a gift card to make food options a little easier for the family as they navigate this change in their lives.

Thank you  
Custer Wildcat Wrestling

If you are willing, please drop off donations at the Custer Chamber Office.

### **REMINDER: State Sales Tax Rate Now 4.2%**

**SOUTH DAKOTA RETAILERS ASSOCIATION**

HOSPITALITY • RETAIL • TRADES



### **Sales Tax Rate to Change July 1**

During this year's legislative session, the South Dakota legislature passed [House Bill 1137](#), a cut to the overall state sales tax rate. Starting on July 1, 2023, the state sales tax rate will decrease from 4.5% to 4.2%.

Lydia Austin- CSP Liaison  
Leah Noem- BID Board Liaison

Naturally, this cut will have impacts on businesses large and small, so see the below video that we released in March to help answer some of your questions!

In addition to the video, we've created a handy FAQ to provide guidance on how to implement the state sales tax cut (linked below video).



Sales Tax FAQ

*\*2% Custer City Tax and 1.5% Tourism tax are still in affect\**

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

July 21-23

Gold Discovery Days

Downtown Custer

August 4-13

Custer Cruisin'

August 19

Community wide Rummage Sale



# WEEKLY HUMOR



## CHAMBER HAPPENINGS

A big Thank you to everyone that assisted in making this year's event such a success. We could not di







The 100th Gold Discovery Days Anniversary cups have arrived! Pick them up at the Custer Chamber.



## MEMBER SPOTLIGHT

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



# Welcome

## New Members

TC Horsecamp LLC  
Tegan Franz Photography  
Mile High Garden Club  
French Creek Supply- Napa Auto Parts  
Pounds, Pugs, & Hugs LLC  
Fred & Wendy Hlava- Business & Property Development  
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  
J and J Hospitality  
Southern Hills Screen Printing  
The Church at Custer

## AREA EVENTS

This weekend, July 8-9, 80+ disc golfers will



descend on Pageant Hill to compete in the Thunder in the Hills disc golf tournament, this 2 day





in the Hills disc golf tournament. this 2 day tournament is being hosted by the Black Hills Disc Golf Club out of Rapid City and sponsored by Dynamic Disc's. The chamber has provided "swag bags" containing Custer Cash to each participant.

Thank you to all that are involved in this tournament.



**BACK TO THE 80'S**

# DANCE PARTY

**SAT. JULY 8 7:30 PM**



**80'S MUSIC & VIDEOS BY DJ COLT 45**

**GRAB YOUR RAD 80'S CLOTHES FOR A GNARLY  
NIGHT OF FUN & DANCING AT THE BEACON!**

**COSTUME PARADE & PRIZES FOR BEST DRESSED**

**LOOK FOR 80'S FOOD + CHEESE WHIZ + SPAM!**



**THE CUSTER BEACON**  
351 WASHINGTON ST - CUSTER, SD.



**LIKE TOTALLY  
RAD!**



### **Basic Pistol Marksman Class**

**Saturday July 8th 2023 9:00am to 1:30pm**

Topics covered to include:

Review of fundamentals, firearm maintenance and cleaning, stance, breathing, grip, target acquisition, sight picture, trigger control, malfunction and jam clearing. All coupled with drills designed to make good fundamentals your natural reflex under pressure.

For additional information or to register for the class you may contact the instructor at [www.sodakian.com](http://www.sodakian.com), contact us at 605-673-3222

or by e-mail at

[southernhillstactical@gwtc.net](mailto:southernhillstactical@gwtc.net)



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

**This is a One day Class**

**Saturday July 15th. 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)**



# FOOTBALL FIELD CHURCH MONDAY THRU SATURDAY JULY 17-22, 2023

**Camp Speaker**  
Evangelist  
Dwight Smith



**Camp Director**  
Pastor  
Matt Furse

**PATMOS**  
a property of North Platte Baptist Church

**LAKE MALONEY**  
203 Mill Isle Drive  
North Platte, NE 69101  
<https://camppatmos.co>



Water Games & Swimming  
Water Skiing & Tubing  
Paintball Wars  
Archery Competition  
Great Preaching & Teaching!!!  
Awesome Food!!!!  
Campfire Cookout & S'mores  
Indoor Games & Foosball  
Ping Pong & Pool Table  
**and, lots, lots more!!!**

**Camp Fee: \$150 per camper**

sponsored by: **Mountainview  
BAPTIST CHURCH**  
12230 Aviation Way • PO BOX 266  
Custer, SD 57730 • 605-673-2498  
[www.mountainviewbaptistcuster.com](http://www.mountainviewbaptistcuster.com)



**camp  
PATMOS**

Custer State Hospital and  
South Dakota Developmental Center: Custer  
former employees and interested persons

# Reunion!



**Date: July 22, 2023**

**Time: 1:00 to 3:00, after the Gold Discovery Days Parade**

**Location: VFW Basement, Custer**

**Bring your photos and memories!**

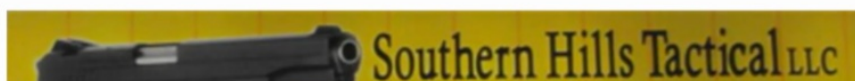
Between 1963 and 1996 South Dakota operated an instituion for mentally and physically handicapped persons at Sanator. Many from Custer worked there. If you are one of them or are interested in a little Custer history....drop by!

**Sloppy Joes will be served for lunch!**

**See your former co-workers and share some memories!**

**Hear a little about the history of Sanator  
and the progress being made to update the cemetery!**

**Sponsored by the Friends of Custer State Hospital Cemetery and the  
Custer 1881 Courthouse Museum**







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

**This is a One day Class**

**Saturday July 22nd, 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 may  
contact the instructor at **[www.sodakian.com](http://www.sodakian.com)**, contact us at  
605-673-3222 or by e-mail at  
[southernhillstactical@gwtc.net](mailto:southernhillstactical@gwtc.net)



Forest Service  
U.S. DEPARTMENT OF AGRICULTURE





## Songbird of the Black Hills Labor Day Weekend Sing-Along Event

Saturday, September 2 / 7:00 p.m.  
Sheridan Lake Campground

When nature and music join forces, inspiration flows. These are the elements that have motivated the Songbird of the Black Hills (Sally Svenson) to write her songs. Through her music, she delights in sharing her love of this diverse region with others.

Sally has spent over four decades exploring and experiencing the Hills with all its varied habitats and vistas. She served as the Custer State Park (CSP) naturalist for eighteen years. Sally spent an additional sixteen summers in CSP as an entertainer at the Blue Bell Chuckwagon. The inspiration for new songs continues to flow.

You are invited to join the Songbird of the Black Hills for a late-season evening of campfire music featuring the Black Hills stories behind her original songs (sing-along tunes included).

Under permit from the Black Hills National Forest, Forest Recreation Management (FRM) operates most of the campgrounds and developed recreation sites on the Forest during the summer months. In an effort to engage its late-season campers, vacationers, and local outdoor enthusiasts, FRM is sponsoring the Labor Day Weekend musical program at Sheridan Lake Campground.



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605-673-9200 | [www.fs.usda.gov/blackhills](http://www.fs.usda.gov/blackhills) | [www.facebook.com/blackhillsnf](https://www.facebook.com/blackhillsnf) | Twitter @BlackHillsNF  
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# ANNOUNCEMENTS

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**Garcia Family Clinic**

# IV HYDRATION

*The most effective and efficient method of  
absorbing vitamins, minerals, and amino acids!*

## DRIPS MENU

### **Ascorbic Acid (high dose) \$180**

High dose vitamin D drip rejuvenates and repairs cells, builds collagen, improves immune responses, and eliminates free radicals with antioxidant properties. Attack fatigue, depression, vitamin D deficiency, brain fog, and repair skin.

### **Ascorbic Acid (low dose) \$150**

Low dose vitamin D drip with identical benefits and results as the high dose Ascorbic Acid IV. This drip is more suitable for elderly and individuals sensitive to high dose ascorbic acid.

### **Amino Acids \$200**

Increase lean muscle mass, improve metabolism, and burn fat with the amino acids drip comprised of essential amino acids and L-carnitine. This drip improves recovery, muscle synthesis, and athletic performance.

### **Glutathione (Add on) \$25**

Glutathione is an add on option to any drip. Enjoy luminous skin, fight chronic illnesses by replenishing glutathione levels (chronic fatigue, arthritis, Parkinson's disease, and cancer), restore and repair the liver, decrease inflammation, and slow aging with glutathione.

### **Hang 10 \$160**

Hungover no more with the Hang 10 drip designed to eliminate the toxin accumulation from a night on the town! The Hang 10 improves hydration and eradicates the toxins causing individuals to feel lethargic, dizzy, and dehydrated. Kick the headaches from a night of drinking to the curb.

### **Hydrogen Peroxide \$150**

Naturally fight bacterial and viral infections with the hydrogen peroxide drip. Hydrogen peroxide is the body's natural defense system for fighting infection and improving overall health. Increase oxygenation of the blood, decrease the buildup of cholesterol, decrease blood pressure, improve lung function, and improve back disorders, arthritis, and asthma.

### **Myers' Cocktail \$160**

A blend of essential amino acids and vitamins, this drip relieves pain, boosts immune responses, and helps fight physical ailments such as acute fatigue, asthma, muscle spasms, sinus inflammation, hyperthyroidism, cardiovascular diseases, migraines, upper respiratory infections, and allergies. Fight off the negative effects of chronic stress, fixes hormone imbalances, and improves depression.

### **Myers' Cocktail & Glutathione \$185**

Combine effects of the Myers' Cocktail and the Glutathione add on.

### **Shredder \$150**

Known as the weight loss infusion, the shredder boosts metabolism, mobilizes fat, improves natural energy levels, and improves lean muscle mass. Comprised of L-carnitine, amino acids, and vitamins, this drip provides your body with the nutrients needed to improve athletic performance while helping improve overall body composition.

### **Zen Aura \$150**

Relax and unwind with the Zen Aura drip. This drip improves cell health, brain function, digestion and appetite, all while providing a boost in energy levels. Zen Aura is suitable for individuals with cardiovascular disorders, anxiety, depression, and chronic stress.

Wtn: (605) 753-0913 | Hayti: (605) 783-2999 | Bella Rejuvenation: (605) 753-8607

[www.garciafamilyclinic-bellarejuvenation.com](http://www.garciafamilyclinic-bellarejuvenation.com)

## SPONSERS



# SPONSORS NEEDED!

Looking for sponsors, gift cards, or items for the winners of The Gold Pedal during Gold Discovery Days! Riders will be stopping at places around Custer and tagging businesses in The Gold Pedal Selfie Run. All Sponsors will be advertised on our facebook page and advertisement of the event!

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**RENTALS**  
*& Boutique*





# Volunteers Needed!

If interested in becoming a volunteer  
here at the 1881 Courthouse Museum,  
please contact either Melissa or Oonagh  
at (605)673-2443.

Or email us at  
[1881courthousemuseum@gwtc.net](mailto:1881courthousemuseum@gwtc.net)

# COURTHOUSE ART GALLERY

**420 Mount Rushmore Road, second floor**

Custer, South Dakota



**Showcasing the photography of  
Kimberly Nelson.**

**NOW THROUGH AUGUST 31, 2023**

**Endorsed by Custer Area Arts Council**

## NEWS FROM THE STATE

*South Dakota*



Dear Industry Partners,

The [Travel South Dakota 2022 Annual Report](#) is now available! Inside its pages you'll find details on year-end travel indicators, economic impact, marketing highlights, outreach efforts, and information about the department's funding and strategic direction. The report is a reflection of both the department and the industry as a whole, as well as the work all of us do to advance South Dakota's tourism industry.

Thank you for all your dedication in promoting and supporting tourism in South Dakota!

All our best,  
Jim and Team

[Jim Hagen](#)  
[Secretary of Tourism](#)

## PRESS RELEASES



Forest Service  
U.S. DEPARTMENT OF AGRICULTURE

## Forest Service News Release

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



# Free Outdoor Photography Workshop

## Pactola Visitor Center / National Forest Week

**Hill City, SD, June 29, 2023** — For National Forest Week (July 10 – 16, 2023), the Black Hills National Forest will be offering an Outdoor Photography Workshop on Saturday, July 15 from 1 – 5 p.m. at the Pactola Visitor Center and surrounding reservoir.

The Forest is teaming up with Forest Recreation Management (FRM) to host this free educational event. Photographer Marty DeWitt is conducting the workshop and has been involved with photography for nearly 50 years. His main interests are nature, wildlife, and landscapes and he occasionally shoots portraits, weddings, and special events.

For the upcoming Outdoor Photography Workshop, participants will learn the basics of exposure, lighting, composition, and be introduced to different types of equipment used for nature photography. The first portion will be a classroom presentation using Marty's images to illustrate the different concepts. The group will then hit the trails to practice what they have learned on a photo scavenger hunt.

Marty's career included working for state parks in Vermont and South Dakota. His images have appeared in many issues of the South Dakota "Conservation Digest" and other Game, Fish and Parks publications and websites. He has also had photos published by the Rails to Trails Conservancy, L.L. Bean website, numerous calendars, local tourism guides, multi-media and theatrical productions, newspapers and CD and cassette tape covers. Marty is a long-time member (and current president) of the Sioux Falls Camera Club and has won many awards for his images on both the local and regional level. In his retirement, Marty can be found teaching photo classes and leading workshops around the state.

For those interested, later in the evening, Marty will also conduct a Night Sky Photography Session at the Pactola Campground, where participants will learn the basics of night sky and Milky Way photography, with a bit of light painting.

For planning purposes, registration is required and should be made before Thursday, July 13 by contacting Bradley Block, Recreation Program Manager, at (605) 673-9200 or [bradley.block@usda.gov](mailto:bradley.block@usda.gov). Participants will need to provide their own camera and related equipment. Participants should also dress for the weather conditions and be prepared for some field experiences in various areas near the Pactola Reservoir. Hiking boots or sturdy shoes are recommended, along with sun protection such as wearing sunscreen or a ball cap. Furthermore, participants are also encouraged to bring their own water and snacks for the afternoon.

Thanks to our friends at the [National Forest Foundation](#), [National Forest Week](#) is being celebrated across the country to attract attention to the 193-million-acre National Forest System and all the benefits it provides to the public. A photography contest is being held for interested photographers and the general public, and images can be submitted through [National Forest Week Photo Contest](#). Three categories are available: Landscape, Recreation, and Youth Photographer.

For more information related to National Forest Week and upcoming programs and activities, please visit <https://www.nationalforests.org/our-forests/national-forest-week>.

For more information on Black Hills National Forest, visit <http://www.fs.usda.gov/blackhills>.

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## Custer Senior Center

July Schedule

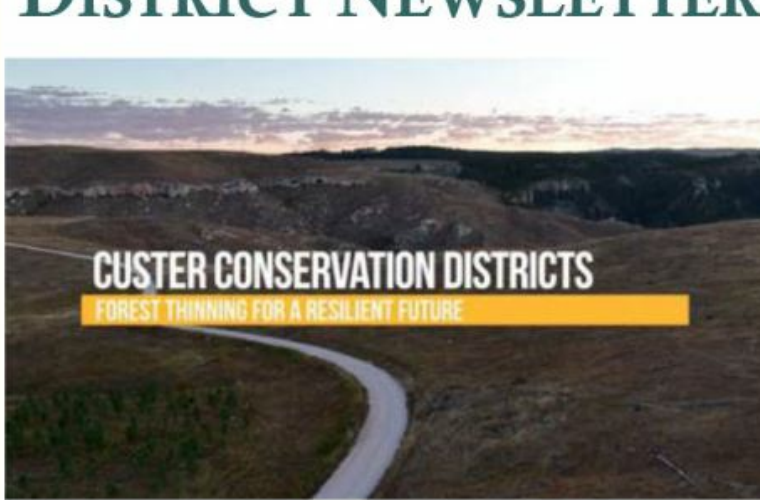


Custer County  
Conservation District was  
established in 1940.

**Special points of  
interest:**

- Conservation Video
- Soil Health & Sustainability Landowner Meeting
- Arbor Day

**Inside this issue:**

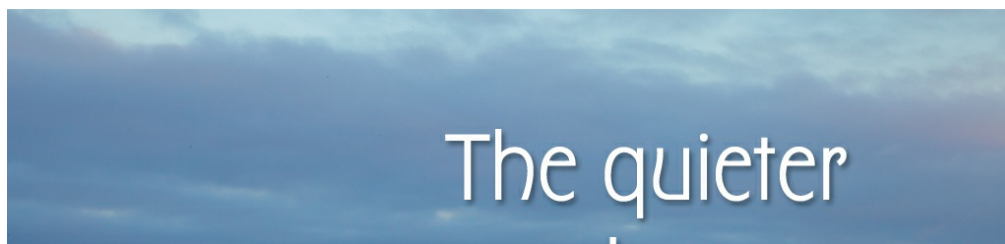


[Read Newsletter](#)

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



## WEEKLY INSPIRATION





you become,  
the more  
you can hear.

- Ram Dass

© www.sl-designs.com

# HELP WANTED



BLACK HILLS  
**PARKS &  
FORESTS**

## Seasonal Job Opportunities

### **BHPFA Sales/Information Associate**

Wind Cave National Park & Pactola Visitor Center

Seasonal/Hourly

Competitive Salary

Now through October 31st (These dates may vary)

#### **SKILLS & QUALIFICATIONS**

- » PROVIDE ACCURATE PRODUCT AND ORGANIZATION INFORMATION
- » GOOD VERBAL AND WRITTEN COMMUNICATION SKILLS.
- » GOOD INTERPERSONAL SKILLS FOR INTERACTING WITH CUSTOMERS.
- » BE A TEAM PLAYER AND HAVE THE ABILITY OF MEETING ASSIGNED TARGETS.

For full job description & to fill out an application, visit our website at:  
[blackhillsparks.org/employment](http://blackhillsparks.org/employment)



### **JOIN OUR TEAM!**

BE A PART OF PRESERVING EDUCATION & INTERPRETATION IN OUR NATIONAL PARKS

#### **CONTACT US**

**Patty Ressler**

Executive Director

605|745|1264

[ressler@blackhillsparks.org](mailto:ressler@blackhillsparks.org)

**Black Hills Parks & Forests Association**

26611 US Hwy 385

Hot Springs, SD 57747

Office Hours: 8am-5pm MT Mon-Fri





# WE 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 285, Coalinga, CA 93238





**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**

**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