

# Buffalo Bytes



Minutes, Not Miles, From Adventure

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## CUSTER CONNECTIONS

### Gen Z Is Ditching the Traditional Search Engine. Is Your Business Ready?

This week, I had one of those rare moments where my teenage son talked to me in more than mono-syllabic answers. We were talking about AI and school projects. While AI is a boon for anyone tasked with repetitive time sucks, it's a nightmare for school administrators and educators. Kids everywhere (other than New York, where it's illegal) are using chatbots to do their homework, write school scripts and projects, etc. And because of AI's generative language use, plagiarism trackers are ineffectual. But this article isn't about "cheating."

As into AI as I have been this past year, he still schooled me. Turns out Snapchat has a chatbot. It not only has natural conversation capabilities (any parent wishing to have a conversation with their child could certainly rename this chatbot with their kid's name and have a lovely conversation.), but will answer any question you have for it. Additionally, TikTok is [testing Tako](#), an in-app chatbot, and the company is looking at it to deliver more relevant content to its users. This is just the next step. After all, when kids want to know something, they search YouTube first. This hasn't been a huge disruptor to search so far because YouTube is owned by Google. If chatbots start fielding more questions, which they will, this ~~could~~ will change everything.

So, what can we expect in the next year with AI searches increasing?

Search is evolving and if your business targets Gen Z, paying to rank for certain keywords is about to lose some forward momentum. We'll see this impact first among changing search patterns with early adopters, but AI is so easy to use, it will quickly catch up to the rest of the generations.

### Changing Your SEO Strategy to Meet the New World

AI chatbots on social media platforms are significantly changing the way search functions and the overall search

experience. To prepare your business for the changes that AI is bringing to search and SEO, you need to do the following:

## Understand AI and Its Impact

Learn about AI technologies, how they are being applied in search and SEO, and the potential implications for your business. Stay updated on the latest advancements and trends in AI to make informed decisions.

## Focus on User Experience

AI-driven search algorithms prioritize user experience. Ensure your website provides a seamless and intuitive user experience, with fast loading times, mobile optimization, and easy navigation. Create high-quality, relevant content that meets user needs and engages your target audience.

## Optimize for Voice Search

Gen Z rarely types. It's all voice commands, all the time. If it wasn't for text, they might lose the use of their fingers altogether. Voice search is going gangbusters now largely due to AI-powered voice assistants. Optimize your website and content for voice search by using conversational language, long-tail keywords, and structured data markup. Consider the context in which users may ask questions verbally and provide concise and direct answers. Not sure how your target market would search for you? Ask them and use as close to their natural language as possible. For instance, if your target market would request "fire pizza near me" instead of "best pizza near me," it's time to optimize for that.

## Leverage Structured Data

AI algorithms rely on structured data to understand and categorize information on websites. [Implement structured data markup](#), such as Schema.org, to provide search engines with additional context about your content. This can enhance your visibility in search results and improve the chances of appearing in rich snippets or other AI-powered search features.

**Note:** If this is too much for you, seek the help of a professional but perform your due diligence to ensure they have been keeping up with the changes that are coming with AI. Remember, you are paying for their expertise, so you don't have to put in the time to become an expert in it yourself. Like paying someone to clean your house, you could do it, but your skills are needed elsewhere.

## Embrace Natural Language Processing (NLP)

AI algorithms are becoming more proficient at understanding natural language. Incorporate natural language and [semantic SEO strategies](#) into your content creation and optimization efforts. Use relevant keywords, synonyms, and related terms to improve the contextual relevance of your content.

## Monitor AI Algorithm Changes

This one is painful. It feels a bit like the hectic monitoring in kite surfing when trying to find perfect conditions. But it's important to treat the constant updates and changes to search algorithms, particularly those driven by AI, like watching them is your business. After all, your livelihood depends on it. Major search engines often release updates that impact search rankings. Stay informed through industry publications and sites (like [Search Engine Journal](#) and [Marketing AI Institute](#)), webmaster forums, and official announcements to adapt your SEO strategies accordingly.

## Utilize AI Tools and Analytics

Take advantage of AI-powered tools and analytics platforms to help analyze data, identify trends, and optimize your SEO efforts. These tools can provide valuable insights into user behavior, keyword performance, content optimization, and competitor analysis.

## Emphasize Quality Content and Authority

AI algorithms increasingly prioritize high-quality, authoritative content. Focus on creating comprehensive, well-researched, and valuable content that establishes your expertise and addresses user needs. Invest in building your brand reputation through thought leadership, guest blogging, and collaborations with industry influencers.

This is where a lot of businesses are going to fall down. With the ease of AI, many businesses will embrace content written by AI. However, what it is creating is put together (albeit quicker than I ever could) from various sources on the web, making it the opposite of creative, thought-provoking, and unique. Use AI for repetitive content that doesn't matter (emails, perhaps) but do your own research for the thought industry pieces.

## Foster Social Engagement

AI algorithms consider social signals in their ranking algorithms. Encourage social sharing, engagement, and reviews for your content and brand. Build a strong social media presence and leverage social media platforms to amplify your content and connect with your target audience.

## Stay Flexible

AI technologies and search algorithms evolve constantly. Stay agile and adaptive in your SEO strategies. Continuously monitor and analyze your SEO performance, adapt to algorithm changes, and experiment with new techniques and tactics as the search landscape evolves. AI will not be "comfortable" for a long time. We have a lot of learning ahead.

It's important to note that generative language models are not going to produce results for your business in the same way Google does when someone asks for the best \_\_\_\_ in town. But Gen Z is becoming more and more dependent on these AI-generated results. Now is the time to gear up your content, shaping what you want people to know about your business and industry. If your site can rank high enough that an AI uses it when drafting responses, you can begin to shape how customers relate to your goods and services.

*[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 desperately trying to not be replaced by a machine.*

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**Dawn Murray**  
Executive Director

# IMPORTANT ANNOUNCEMENTS

## Chamber Staff

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## 2023 Board Of Directors

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*As Jim Hagen (Travel South Dakota's awesome Secretary of the Department of Tourism) says: "605 Day is fast approaching on **Monday, June 5!** "*

***What it is and why it matters:*** "South Dakota is one of 12 unique states in America that has only one area code, so 6/05 is our day to celebrate our home."

· "We all know "The 605" is a great place to live and play. Over the years, the popularity of using 605 in advertising and casual lingo has grown to become a part of our state culture."

### ***What is Travel South Dakota doing to celebrate?***

- "We are posting photos and video from around the state and tagging #605Day to encourage our audience to share why the 605 is such a great place to visit or call home."
- "We host a special 605 Day page on [TravelSouthDakota.com](http://TravelSouthDakota.com)."

### ***Here's how you can participate with Travel South Dakota:***

- Share the #605Day cheer on social media.
- Celebrate by hosting in-store/in-business events or swag giveaways, invite your fans and followers to celebrate with you as you do something uniquely 605!
- How about a 605 Day-themed discount!
- Be sure to tag #605Day in your social media posts.





## A note to all downtown Business Owners:

We all enjoy and depend on our visitors. It is in everyone's best interests to accommodate and help them feel welcome. Please help them access our businesses by keeping our main street parking spaces available.

Please ask your employees to park in the back, or alley side of your property. If your property does not have this option, parking is also available at the Community Center parking lot (Old Grade School) or on Washington Street.

Fellow business owners and all of our customers will thank you.

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

June 9-11

5th Annual Off-Road Rally

June 10

Big Mick

June 13-15

Mickelson Trail Summer Trek

(in Custer June 12-14)

## WEEKLY HUMOR





*"Inventing the wheel got boring. So, I'm inventing something that's fun."*

## CHAMBER HAPPENINGS



# OFF-ROAD

# RALLY

June 9-11, 2023





**Sponsor the**  
**Custer**  
**Off-Road Rally**  
**June 9-11**

**PREMIER- \$500+**  
**RAZOR- \$250**  
**RANGER- \$150**  
**MULE- \$75**

Email Dawn at  
[dmurray@custersd.com](mailto:dmurray@custersd.com)



**Let's make**



# Sponsors needed



**Mother Lode Sponsor- \$500+**

**Gold Panner Sponsor- \$250**

**Miner Sponsor- \$150**

**Prospector Sponsor- \$75**

Contact Dawn  
dmurray@custersd.com

## Gold Discovery Days fun for everyone!

Approximately 100 students in the Custer School District have been identified as students in need. If you or your business would like to sponsor wristbands to be given to local students please contact the Chamber at 605-673-2244 or info@custersd.com



Gold Discovery Days, Custer, SD  
Celebrating 100 Years  
**ADVANCE SALES COUPON**  
**\$20 PER SESSION**  
Good for any one session  
Present this card to Mac's Carnival  
Ticket box to receive Arm Band  
No. 0004 July 20 - July 23, 2023

## Royalty banner sponsors needed

A vertical banner for the 2022 Royalty. At the top is the Gold Discovery Days logo. Below it, the text "2022 Royalty" is written in a bold, black font. The main part of the banner features a photograph of three young women standing in a field of yellow wildflowers. They are all wearing black dresses and yellow sashes that say "Royalty". The woman on the left is Sheylee Gramkow, the woman in the middle is Kelley Wicks, and the woman on the right is Kellyn Kortemeyer. Below the photograph, their names are listed. At the bottom of the banner, it says "Sponsored by: Your Business Here!" in a bold, black font.

**2022 Royalty**

Sheylee Gramkow, Kelley Wicks  
Kellyn Kortemeyer

*Sponsored by:*  
**Your Business Here!**

Sponsorship Form



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



## 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.**





# Welcome

## New Members

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  
JandJ Hospitality  
Southern Hills Screen Printing  
The Church at Custer

## AREA EVENTS





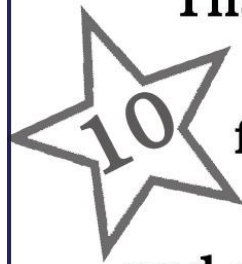
# **STARR INSURANCE**

*Local and Independently Owned*

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Custer



Thank you for being a part  
of Starr Insurance  
for the past 10 years.

Please join us  
and celebrate our partnership.



We will be hosting a backyard BBQ  
June 2 starting at 11:30 a.m.  
at the office.

Stop in and enjoy a burger with us.



*We are  
your*



*Agency*



# EAT • SIP • GATHER • GROOVE 2023 ENTERTAINMENT LINE-UP

<b>FOOD &amp; DRINK</b> <b>LIVE MUSIC</b> <b>GOOD VIBES</b> <b>ALL SUMMER LONG</b>		<b>SATURDAY MAY 20</b> 	<b>SATURDAY MAY 27</b> 	<b>WEDNESDAY MAY 31</b> 
<b>THURSDAY JUN 2</b> 	<b>SATURDAY JUN 3</b> <b>Zonta Club of the Custer Beacon Presents:</b> <b>LUNA FEST</b> Artisans 2pm - 6pm   Live Music 4pm - 8pm	<b>FRIDAY JUN 9</b> 	<b>SATURDAY JUN 10</b> 	
<b>THURSDAY JUN 14</b> 	<b>SATURDAY JUN 17</b> 	<b>WEDNESDAY JUN 21</b> 	<b>WEDNESDAY JUN 28</b> <b>DOUBLE BARREL BLUES</b> Jimmy Ray Stingers and Johnny Hastings Blues Band	
<b>FRIDAY JUN 30</b> 	<b>THURSDAY JUL 6</b> 	<b>SATURDAY JUL 8</b> <b>BACK TO THE 80S DANCE PARTY</b>	<b>THURSDAY JUL 13</b> 	
<b>FRIDAY JUL 21</b> 	<b>SATURDAY JUL 22</b> <b>GOLD DISCOVERY DAYS AT THE CUSTER BEACON</b> ENT   SIP   GATHER   GROOVE	<b>WEDNESDAY JUL 26</b> 	<b>FRIDAY JUL 28</b> 	
<b>FRIDAY AUG 4</b> 	<b>SATURDAY AUG 19</b> FEATURING: HUMBLETOWN & THE CLOVER FOLD	<b>FRIDAY SEP 2</b> 	<b>SATURDAY SEP 9</b> 	

CHECK OUR WEBSITE FOR INFO ABOUT TRIVIA, KARAOKE, AND MORE CONCERTS!  
 605.673.3800 | [WWW.CUSTERBEACON.COM](http://WWW.CUSTERBEACON.COM)  
**351 WASHINGTON ST. CUSTER, SD**

SCAN FOR QR CODE

## 75th Anniversary Weekend Celebration

# Schedule of Events

## **Friday June 2: The Bluestone Project**

6:30pm, Veranda Stage

11:30am, 1:30pm, 4:30pm Starr Chief Eagle Performances

9:30pm Legends in Light® laser show

## **Saturday June 3: Volksmarch**

7:00am Registration, 37th Annual Spring Hike

*(Free admission for hikers with donation of 3 cans of food)*

11:30am, 1:30pm, 4:30pm Starr Chief Eagle Performance

All day, Matthew Hiltermann & Harvey Abeyta Living Treasure Artists

9:30pm Legends in Light® laser show

## **Sunday June 4: 75th Celebration!**

10:00am - Noon: Main Celebration, keynote speaker Billy Mills,

Scheduled Lakota Helicopter Flyover

1:00pm - 4:00pm: Indoor & Outdoor performances and presentations

2023 Hand Game Championships

All day, Matthew Hilterman & Harvey Abeyta Living Treasure Artists

9:30pm Legends in Light® laser show

*All Events included with admission to the Memorial  
Free parking and shuttle service Saturday and Sunday*



# CRAZY HORSE MEMORIAL®

**12151 Avenue of the Chiefs | Crazy Horse, SD 57730-8900**

4 miles North of Custer on Hwy 16/385 | [www.crazyhorsememorial.org](http://www.crazyhorsememorial.org) | 605-673-4681



Forest Service  
U.S. DEPARTMENT OF AGRICULTURE



BLACK HILLS  
PARKS &  
FORESTS  
ASSOCIATION



# Black Hills National Forest

## 2023 MOON WALK SCHEDULE

**June 3**

### **Wild for Water**

**Amy Hammesfahr / Wildlife Biologist – Black Hills National Forest, Northern Hills Ranger District**

#### **Spearfish Canyon Nature Area – Roughlock Falls Trail**

Water is fundamental to sustain birds, mammals, and our planet. Water not only provides wildlife with drinking water, but can serve as shelter, a resting spot, or a place to cool off. Some wildlife species can modify the flow of streams and restore desiccated watersheds. Join Forest staff for a walk along the Roughlock Falls Trail and discover what wildlife species can be found within (and around) Spearfish Creek.

**July 1**

### **Stepping Back in Time**

**Janie Knutson / Archeologist – Black Hills National Forest, Mystic Ranger District**

#### **Mystic Ranger District – Spokane (Ghost Town)**

Established in 1891, Spokane was once one of the booming mining towns in the heart of the Black Hills. Spokane served as a mine, mill, and place to call home, until the town's last caretaker left the area during the 1970s. This guided hike will highlight the remains of a true wild west ghost town. Discover what you can do to protect your local history and cultural resources. Come ready to be transported back in time and enjoy an evening learning about mines, a notorious murder mystery, and ghost towns in the Black Hills National Forest. NOTE: Spokane is located four miles south on Playhouse Road from its start at Highway 40.

**August 5**

### **Looking for Signs of Life**

**Bradley Block / Recreation Program Manager – Black Hills National Forest, Supervisor's Office**

#### **Bearlodge Ranger District – Carson Draw Trail System (Trail #87)**

The Carson Draw Trail System provides an incredible backdrop of scenery while exploring the ponderosa pine forest. Ranging from mid-season wildflowers to an array of wildlife, the beautiful Bearlodge Ranger District offers adventurous treks for the casual hiker. Join Forest staff on an easy walk through a pine forest, searching for signs of life ... bring your little Junior Forest Rangers.

**September 2**

### **Be a Buffalo**

**Lydia Austin / Visitor Services Program Manager – Custer State Park – South Dakota, Game, Fish and Parks Dept.**

#### **Custer State Park – Buffalo Corrals (Wildlife Loop Road)**

Custer State Park is home to one of the largest publicly owned bison herds in the nation. September signals the time of year for the Buffalo Round-Up and park efforts to manage the herd size. Take a casual walk through the buffalo corrals and learn about the management practices of our beloved Custer State Park – the crown jewel of South Dakota State Parks.



#### **Supporting Wonder and Exploration since 1946**

The Black Hills Parks and Forests Association (BHPFA) is offering 2023 Moon Walk Collector's Pins at each event for \$5.00 each. The sale of lapel pins support the interpretive and educational efforts across the Black Hills National Forest. The Moon Walk Programs are supported by BHPFA through financial assistance and staffing; BHPFA is a non-profit partner with the U.S. Forest Service.

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**Forest Service**  
U.S. DEPARTMENT OF AGRICULTURE



# National Trails Day

**Saturday, June 3, 2023**

**Guided Hikes to Connect with Nature!**

## Osprey Trail (Trail #58)

- 10:00 a.m. / 2.2 miles / Easy
- Kid-Friendly Hike ... Nature Observations
- Mystic Ranger District
- Directions: The Osprey Trailhead is located about 17 miles west of Rapid City, South Dakota on the west side of Pactola Reservoir, in the back portion of the Loop B Campground.

## Hell Canyon Trail (Trail #32)

- 1:00 p.m. / 5.6 miles / Moderate
- Identifying Wildflowers in the Canyon
- Hell Canyon Ranger District
- Directions: The Hell Canyon Trailhead is approximately 13.5 miles west of Custer, South Dakota on Highway 16.

## Sundance Trail (Trail #93)

- 7:00 p.m. / 1.9 miles / Moderate
- Threatened and Endangered Flora and Fauna
- Bearlodge Ranger District
- Directions: The Sundance Trailhead is 3.5 miles north of US 14 and Sundance, Wyoming on County Road 123.



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

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



# Hustle for the House



**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



**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



**RUSH MOUNTAIN ADVENTURE PARK PRESENTS**



**JUNE  
3-4**



# **We Locals Weekend**

Celebrating our  
**Local Friends, Families & Visitors**  
Enjoy Ride Wristbands for **One Great Price!**  
**25% off Ride Wristbands**

Special Events from 10am-4pm both days  
• Live Local Music • Bouncy Houses  
• Face Painting and so much more!!



HOME OF



**EAST OF KEYSTONE ON HWY 40**  
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Ph: 605-255-4384 | [RushMtn.com](http://RushMtn.com)

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)



**Zonta Women's  
Film, Art & Music Festival**  
Saturday June 3, 2023 | The Custer Beacon

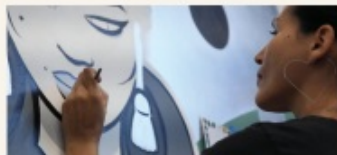
Welcome to the 2023 season of LUNAFEST®! We're proud to amplify the inspiring short films by this year's selection of women and gender nonconforming directors. Our featured filmmakers are from all walks of life and range from poets to conservationists and activists to educators. LUNAFEST believes that sharing diverse stories can spark conversation, connection, and change. In a span of 90 minutes, these films tackle universal themes of friendship, bravery, and community—while also breaking down barriers and celebrating the importance of finding joy. Get ready to #PlayAPart and see the world through a new lens.



**RECLAIM YOUR WATER:**  
**NATASHA SMITH** (5:00)

As a member of the Ebony Beach Club, Natasha Smith surfs, skates, and makes her own waves.

**Filmmaker:** Faith E. Briggs (Portland, OR)



**MISS CHELOVE: FROM JAVA TO THE STREETS OF D.C.** (15:00)

As she paints a mural, artist Cita Sadeli (aka MISS CHELOVE) opens up about her life, her cultural heritage, and how she fell in love with graffiti in the 1980s.

**Filmmaker:** Sara T. Gama (Reston, VA)



**MORE THAN I WANT TO REMEMBER** (14:30)

After her southeastern Congo village is bombed, 14-year-old Mugeni sets out on a remarkable solo journey across the globe, determined to reunite with her lost loved ones and lift up the Banyamulenge people.

**Filmmaker:** Amy Bench (Austin, TX)



**SWIMMING THROUGH** (15:30)

Amid a brutal Chicago winter and the global pandemic, Deirdre, Helen, and Jennefer's friendship grows as they commit to a daily sunrise plunge together in Lake Michigan.

**Filmmaker:** Samantha Sanders (Chicago, IL)



**PETE** (7:00)

The true story of Pete Barma explores gender identity, Little League Baseball, the people who inspire change by being themselves, and the superheroes who champion that change.

**Filmmakers:** Bret Parker and Pete Barma (San Francisco, CA)



**THIS IS BETH** (17:00)

As celebrated rock climber Beth Rodden grapples with her body image, she rediscovers the love of her sport... and herself.

**Filmmaker:** Jen Randall (Squamish, British Columbia)



**SYED FAMILY XMAS EVE GAME NIGHT** (11:00)

All cards are on the table when Noor, a queer Pakistani Muslim woman, brings her Puerto Rican girlfriend, Luz, home for the first time on the family's annual game night.

**Filmmakers:** Fawzia Mirza and Kausar Mohammed (Glendale, CA)

## 2023 FILMS


BROUGHT TO YOU BY:



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**JOIN US: JUNE 5-9**



A vibrant poster for Vacation Bible School (VBS). At the top, the letters 'VBS' are rendered in large, colorful, 3D block letters (green 'V', yellow 'B', blue 'S') with white outlines, set against a background of colorful balloons (red, yellow, blue, green, orange) and confetti. Below the letters is a large, circular gold coin. The coin features a cross, a house, and a heart. The words 'VACATION BIBLE SCHOOL' are written in a blue banner around the bottom of the coin. Inside the coin, the words 'FAITH', 'FAMILY', and 'FUN' are separated by dots. Below the coin, there are three circular insets: the left one shows a blue bicycle, a soccer ball, and a scooter; the middle one shows a group of five diverse children smiling; the right one shows a colorful castle. To the right of the castle, there is a red banner with white text that reads: 'COME SEE THE EXCITING STORY OF GEORGE MULLER A MAN THAT FED THOUSANDS OF ORPHANS THROUGH PRAYER ALONE'. Below the coin, a blue banner with white text reads: 'K5-8TH GRADE · 9AM · NOON · IT'S FREE!!'. In the bottom left corner, a blue circle contains the text 'FAMILY FESTIVAL FRIDAY NIGHT 6:30' in yellow. In the bottom center, white text reads: 'MOUNTAINVIEW BAPTIST CHURCH NEXT TO THE CUSTER AIRPORT CALL FOR TRANSPORTATION 605-673-2498 MOUNTAINVIEWBAPTISTCUSTER.COM'. In the bottom right corner, there is an illustration of a man in a top hat and a group of children.

# & Aspen + Pine Realty

Presents

Home Buying Seminar - June 6th

*Get informed & ask questions!*

- Home Buying Process
- How to get qualified
- What Credit scores are needed
- Financing Options
- Down payment & Closing Cost Assistant programs available.
- Local Market Stats

Come for Pizza & Drinks at 5:15 pm and class will go from 5:30 - 6:30 pm

325 Mount Rushmore Road, Custer SD

Please RSVP to Jenny, Lisa or Angelia by June 2nd.



Aspen+Pine Realty  
260.433.3732  
jenny@aspenandpinerealty.com



Aspen+Pine Realty  
605.517.1209  
lisa@aspenandpinerealty.com



Gateway Mortgage Group  
605.490.2246  
Angelia.Dale@GatewayLoan.com

FRIDAY NIGHT  
SHOW



# SHOW and SHINE

**THURSDAY, JUNE 8th**

**6:00 PM-7:30 PM**

**S&B Motor Parts**

**700 Mt. Rushmore Road**



**Join us for a good old-fashioned Show & Shine.  
Bring your classic down to S&B to show off  
what you have been working on all Winter.**

**The smoker will be rollin' and we will be  
servin' up delicious food for the whole family.**

**All proceeds will go to support the  
students attending the HOSA  
National Conference**



Forest Service  
U.S. DEPARTMENT OF AGRICULTURE

**Black Hills National Forest**



# 2023 JUNIOR FOREST RANGER PROGRAMS

## PACTOLA VISITOR CENTER

For the first time in many years, the Black Hills National Forest is offering Junior Forest Ranger Programs at the Pactola Visitor Center. Each program is family friendly, especially for adventurous little forest explorers. Pack a lunch and then plan to spend an early Saturday afternoon overlooking the beautiful Pactola Reservoir. Each program is from 1:00 – 2:00 p.m. and conducted by visitor center staff and volunteers. NOTE: The Pactola Visitor Center is located along Hwy 385, north of Hill City, South Dakota about 14 miles.



#FindYourForest and #JuniorForestRanger

### **June 10 (National Get Outdoors Day) / 1:00 p.m.** **Sensing the Forest**

There are many ways to learn about the forest using all our senses. Join Forest staff for a fun experience as we “sense” the outdoors and make nature journals to keep track of your forest experiences throughout the summer. Did you know ... National Get Outdoors Day, held each year on the second Saturday in June, is a nationwide event coordinated by the Outdoor Recreation Roundtable and the US Forest Service.

### **July 15 / 1:00 p.m.** **Animal Outhouses**

Did you know that scientists can learn about wildlife by looking at their droppings? Dissecting owl pellets is a fun and interesting way to learn about food chains, habitats, and how scientists collect and use data. Bring your little Forest Rangers to the visitor center for a fun story and then explore an owl pellet like a wildlife biologist.

### **August 5 / 1:00 p.m.** **Fire In Nature**

Learning to be fire-aware in order to prevent wildfires is an important part of keeping the forest safe. Did you know that the Forest Service also uses fires as a way to keep the forest healthy? Spend a Saturday afternoon at the visitor center and learn how fires are used for the good ... and also learn how to help prevent forest fires.

### **August 19 (National Track Trails Day) / 1:00 p.m.** **Animal Hide and Seek**

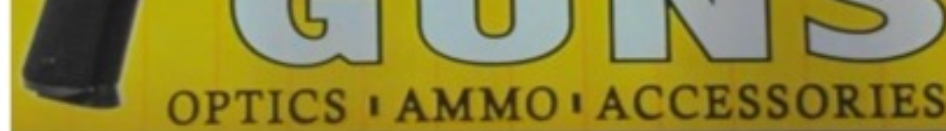
Animals have many ways to disguise themselves. This makes them very good at being able to play hide and seek. Join Forest staff to learn how and why animals use camouflage, then take part in making your own camouflage vest!

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



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





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

**This is a One Day Class**

**Saturday June 17th 2023**

**9:00am to 4:30pm**

The Enhanced Permit allows you carry in 38 states including  
MN, NE, WI, NV, NH, WA, and SC

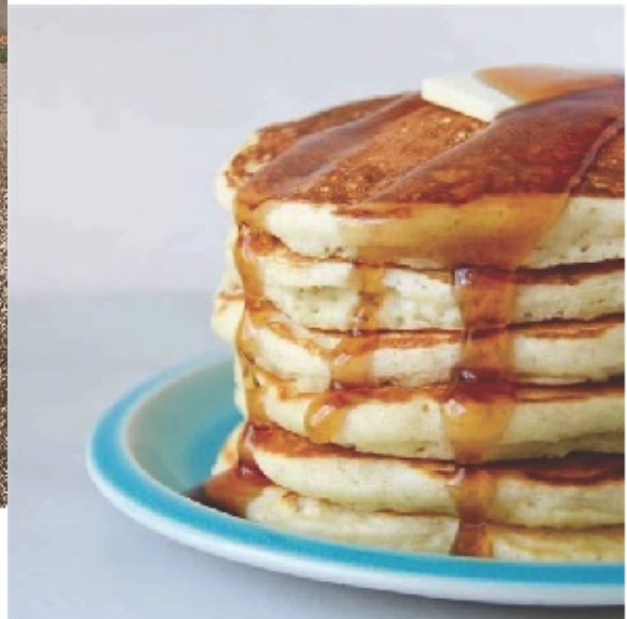
Class size is limited so register early.

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)

**Argyle Volunteer Fire  
Department Pancake Feed**

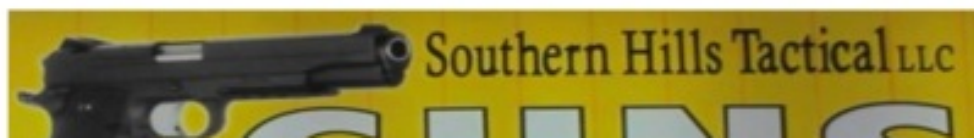




**9am-Noon  
Saturday June 24th, 2023  
Free Will Donation**

Argyle Volunteer Fire Department  
12000 Mountain Lion Ln  
(605) 673-5823

Come join the fun. Breakfast includes pancakes, scrambled eggs, sausages, and coffee. All proceeds will benefit Argyle Volunteer Fire Department.





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

**This is a One Day Class**

**Saturday June 24th 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 email us  
[southernhillstactical@gwtc.net](mailto:southernhillstactical@gwtc.net)



Forest Service  
U.S. DEPARTMENT OF AGRICULTURE



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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**



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**Forest Service**  
U.S. DEPARTMENT OF AGRICULTURE

Black Hills National Forest | Forest Recreation Management (FRM)



**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



Forest Service  
U.S. DEPARTMENT OF AGRICULTURE

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**Black Hills National Forest**



# PACTOLA VISITOR CENTER

Find Your Forest



Immerse yourself in the beautiful Black Hills. Explore the heritage of the area and recreate in some amazing scenery. Get outside!



Hours: Daily 9:30 a.m. – 5:00 p.m.

Recreate responsibly. For questions, please contact:

Visitor Center Phone ~ (605) 343-8755  
Email ~ [SM.FS.r2\\_bkf\\_webin@usda.gov](mailto:SM.FS.r2_bkf_webin@usda.gov)  
Forest Website ~ [www.fs.usda.gov/blackhills](http://www.fs.usda.gov/blackhills)  
Facebook ~ [facebook.com/blackhillsnf](https://facebook.com/blackhillsnf)  
Twitter ~ [twitter.com/BlackHillsNF](https://twitter.com/BlackHillsNF)

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## THE MAMMOTH SITE

A 501(C)(3) NONPROFIT ORGANIZATION

ALL PROCEEDS BENEFIT THE C. EDDIE CLAY LEGACY FUND



- 44 caliber Sharps Rifle "Old Reliable" Model 1874
- McClellan Cavalry Saddle 1904 model
- Bison skull (donated by 777 Ranch and Prairie Edge in Rapid City, SD)
- Bison hide

### RAFFLE TICKETS

1 FOR \$10  
3 FOR \$25  
7 FOR \$50  
15 FOR \$100



Scan QR Code to purchase  
raffle tickets today!



VALUE APPROX.  
**\$10,000**

**WINNER WILL BE DRAWN**

**OCTOBER 2, 2023**

**(NEED NOT BE PRESENT TO WIN)**

Must be 18 years of age or older to purchase raffle tickets; all values are approximate; raffle begins April 1, 2023 at 8:00 am MST and ends October 1, 2023 at 11:59 pm MST; drawing will be held via Facebook Live on October 2, 2023 at 12:00 pm MST on Facebook Live; winner will also be contacted directly.

**CUSTER COUNTY  
COURTHOUSE ART  
GALLERY**



**420 Mount Rushmore Road, second floor**

Custer, South Dakota



**Showcasing the photography of  
Kimberly Nelson.**

**NOW THROUGH JULY 31, 2023**

**Endorsed by Custer Area Arts Council**

## NEWS FROM THE STATE







Happy May, friends!

I love this time of the year as it ushers in warmer weather, high school graduations, budding flowers and leaves, the state track meet, Memorial Day, and the official kickoff to the peak travel season. After a long winter and a not-so-great spring, it's looking like travelers are ready to hit the road this weekend. Americans continue to state they definitely have plans to travel over the next six to nine months, but they are also keeping a close eye on the economy, gas prices, etc. Our entire industry has been working so hard this past year to inspire visitation to The Mount Rushmore State in the coming weeks and months. I am confident our collective work will end in success.

Here are a few key items we want you to take special note of:

Our Global Travel & Trade team just returned from San Antonio, TX and IPW, our nation's largest international travel-trade show. We were joined at this year's show by six outstanding partners who helped promote South Dakota to group tour operators and journalists from around the globe. After nearly 125 appointments with tour operators, and 55 media appointments, our team reported outstanding results. We know the hard work put in by Team South Dakota will pay off for new and returning international visitation to our state for years to come.

Our National Travel & Tourism Week (NTTW) outreach and Spring Hospitality Training were our best yet! Throughout the week, it was awesome to see the levels of participation, enthusiasm, and engagement from our industry. Also, to see so many attractions lit up red to celebrate NTTW was extra special. If you missed our email that summarized the highlights of the week, you can check out this [link](#) to read about the outreach.

Below in the newsletter, you will find a feature about our 2023 peak marketing campaign. Be sure to read about how we are reaching and inspiring potential visitors across our key markets.

605 Day is just around the corner! Check out ways you can be a part of this special, one-day event and celebrate everything that makes SoDak the best.

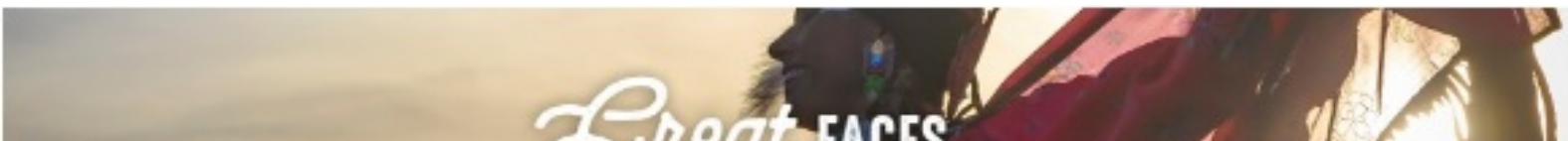
There are so many additional updates below, so be sure and keep on reading. From news about other recent travel shows we have attended to what's new on [TravelSouthDakota.com](#), you'll find all kinds of great information.

The team and I want to wish all of you a very special Memorial Day weekend. We hope you are busy with excited visitors ready to explore our Great Faces and Great Places. Please also join us in taking time to remember the many brave men and women whose ultimate sacrifice allows us to enjoy the safety, freedoms, and blessings we enjoy today. May God bless and watch over the families of our war heroes and those currently in uniform.

All our best,

**Jim Hagen**

Secretary of Tourism



FOR IMMEDIATE RELEASE: Thurs., May 25, 2023

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

## Travel South Dakota Grows Passports Program

PIERRE S.D. – In 2022, Travel South Dakota launched its free mobile-exclusive passports program featuring the Great Finds and State of Create passports. This year, Travel South Dakota is expanding the program with three new passports: Peaks to Plains, Tribal Nations and Black to Yellow.

The passport 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 into designated locations to unlock a broad range of fun South Dakota prizes based on points accumulated by the number of places visited.

South Dakota's tourism industry partners have connected with the Travel South Dakota team to highlight businesses, locations or events. This provides an opportunity to encourage visitors to explore all corners of South Dakota.

The free South Dakota Passports program is a key component of Travel South Dakota's marketing efforts. The goal is to highlight every area of South Dakota, encouraging individuals to explore additional attractions & regions beyond the familiar.

Peaks to Plains is the newest passport launched by Travel South Dakota. 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 [TravelSouthDakota.com/PeaksToPlains](https://TravelSouthDakota.com/PeaksToPlains).

Tribal Nations: Oceti Sakotwin is the next passport. It will showcase more than 35 locations that share the story of Indigenous culture & history in South Dakota. The passport is scheduled to launch before July 1.

The fifth passport, Black to Yellow, is scheduled for launch later in 2023 to highlight areas of the Black to Yellow Trail linking travelers from Chicago and Yellowstone through South Dakota. Black to Yellow specifically aims to promote locations across Interstate 90 and Highway 14 through South Dakota.

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

For more information, please contact Mike Gussiaas, Global Marketing & Brand Strategy Director.

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.





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

**Moon Walk in Spearfish Canyon Learn How to Get “Wild for Water”** Spearfish, SD, May 31, 2023 — The Black Hills National Forest will conduct its first Moon Walk of the year on Saturday, June 3 at 7:00 p.m. The activity will take place at the Spearfish Canyon Nature Area, Roughlock Falls Trail, located about 13 miles southwest of Spearfish, SD.

Water is fundamental to sustain birds, mammals, and our planet. Water not only provides wildlife with drinking water, but can serve as shelter, a resting spot, or a place to cool off. Some wildlife species can modify the flow of streams and restore desiccated watersheds.

Join Forest staff for an approximately two-mile hike along the Roughlock Falls Trail and discover what wildlife species can be found within (and around) Spearfish Creek.

To reach the Moon Walk from Spearfish, SD, travel 13 miles south on US-14A (Spearfish Canyon). Turn right onto Roughlock Falls Road at Savoy. Go past The Spearfish Canyon Lodge to the Roughlock Falls Trail lower parking area (located shortly past the lodge on the left side of the road). Event signs will also be posted at major intersections to help guide participants to the parking area.

Visitors are encouraged to bring binoculars, flashlights, water, and bug repellent and dress for cooler evening temperatures. Long pants and sturdy footwear (hiking boots or athletic shoes) are recommended for your comfort and safety while hiking on uneven terrain.

Please arrive early to aid in parking vehicles. The program may be canceled unexpectedly due to unforeseen reasons such as lightning, high fire danger, wildfire, and other safety reasons beyond control. The program will not be canceled due to rain unless lightning is spotted. If the Moon Walk is canceled in advance due to severe weather forecasted, the notice of cancellation will be placed on the Black Hills National Forest Facebook and Twitter pages.

The public is encouraged to check online before heading out to the event. The Black Hills National Forest, in partnership with Black Hills Parks & Forests Association (BHPFA), is offering 2023 Moon Walk Collector's Pins at each event for \$5.00 each. The sale of lapel pins supports the interpretive and educational efforts across the Forest. The Moon Walk Programs are supported by BHPFA through financial assistance and staffing.

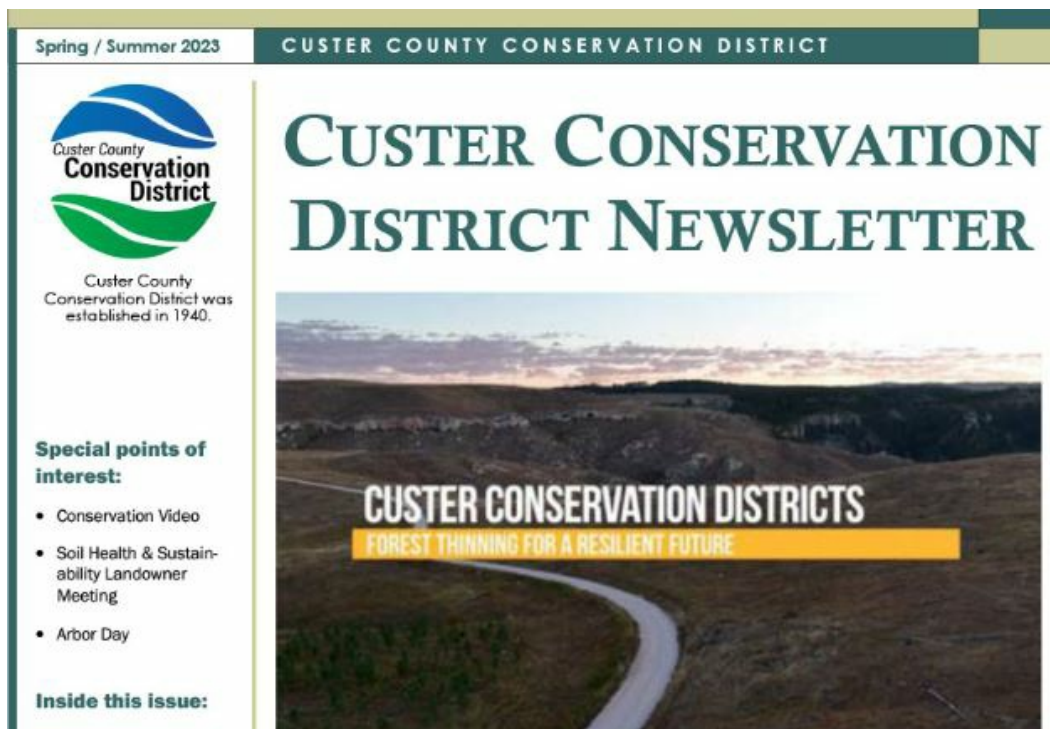
BHPFA is a nonprofit partner with the U.S. Forest Service. Learn more about the Black Hills National Forest Moon Walk program. #### USDA is an equal opportunity provider, employer, and lender





# Custer Senior Center

June Schedule



Read Newsletter

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





## WEEKLY INSPIRATION



WHEN  
LIFE GETS COMPLICATED  
JUST GO RIDING



BEST GO RIDING



HELP WANTED





# 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**



# 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](#)

