

# 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

### Our Population Is Getting Older. Is Your Marketing Holding Up?

It's predicted that by 2040, 80.8 million residents of the US will be over the age of 65 (currently, we're at 47 million). That's more than double the number in 2000. While we can wring our hands all day worrying about things like social security and healthcare as the population ages, an older demographic can also be a lucrative market to explore for your business. With more people staying active longer, they're more apt to make their own buying decisions as well. In the past, many seniors got to an age where younger relatives or caretakers were making their purchase decisions. That's no longer the case. Plus, many seniors are working longer. In some cases, this means more disposable income.

Here are a few things you can do to be more appealing to an older demographic.

### Online Marketing Tips to Attract Seniors

If you're looking to market specifically to seniors and other older demographics, here are a few tips to keep in mind:

1. **Ditch the fear.** Don't scare people into buying your product or service. It's not nice and you're better off promoting value or making it easy to buy from you. Seniors don't want any hassle. If you make them feel comfortable, you're more likely to get the sale.
2. **Use the right kind of social media:** Seniors are the fastest-growing segment on Facebook currently. In fact, half of seniors in the US are active Facebook users. Share pictures, articles, and clips. Stay away from asking for personal information. Many seniors are wary of this as they have friends who have been taken advantage of. Comment on posts and engage with your audience in a language that is understandable (lay off the made-up words and slang).

3. **Try a few marketing channels until you find the right one(s).** Facebook is the most popular, but some seniors are also on Insta. A few are on Twitter or TikTok. A Facebook group may work for you too. Try different channels until you find the right level of interaction to make it worth your while. Many seniors won't buy directly from social, but you can still work on top-of-mind conversions and leading them into your physical business from online.

4. **Clear the clutter.** Seniors don't want to waste their time scanning through a lot of junk. Get to the point with clear content, appealing visuals, and a call to action. Don't hide content in weird spots on your site. They don't want to search for the info they need. Most seniors prefer clear headers and tabs to long, scrolling design. Make clickable areas large to help unsteady hands.

5. **Use video.** While we don't want to paint a picture of seniors as feeble bodies with bad eyesight, keeping some physical impairments in mind can help you make their online experience better. Clear, concise videos can help walk someone through a process, especially if they have difficulty reading. Chatbots can also help, although some seniors find this annoying and concerning.

6. **Black ink, please.** Light ink and fancy fonts are hard to read. Stick with black and get rid of scrolling fonts. Larger font size is also a good idea. When you use smaller print, people tend to assume you're hiding something.

## Attracting Seniors to Your Physical Business

To make your physical business location more appealing to senior citizens, you should consider the following strategies:

- **Create an age-friendly environment:** Ensure your business premises are easily accessible. Make sure there are ramps or elevators for those with mobility issues, clear signage, well-lit areas, and comfortable seating. Wider aisles or space between seats is also advisable.
- **Train your staff:** Provide customer service training to your employees specifically focused on understanding and meeting the needs of senior citizens. Sensitize them to be patient, respectful, and helpful toward older customers. Sometimes an older customer wants to tell you/your staff a story. If you want seniors to feel appreciated at your business, encourage your staff to listen.
- **Offer senior discounts:** Implement a senior discount program to attract older customers. Offer a percentage off the total bill, special pricing on specific products or services, or loyalty programs tailored to seniors.
- **Simplify your communication:** Make sure your marketing materials, signage, and website are designed with larger fonts and clear, easy-to-read text. Avoid using jargon or technical terms that may be confusing for seniors. Offer non-digital options. While many seniors enjoy technology, some do not. Duplicate your efforts online and off. Ask seniors their preferences and note them in your customer management system or list.
- **Provide assistance:** Assign staff members to assist seniors with any specific needs they may have, such as carrying their bags, providing personal shopping assistance, or offering guidance on product selection.
- **Offer educational workshops or classes:** Organize workshops or classes on topics of interest to seniors, such as technology training, health and wellness, or financial planning. Keep in mind, your event needn't be directly related to your business. For instance, a bookstore could host a chair yoga event to bring in more active seniors. You could also partner with another business to co-host an event or expo. This not only attracts older customers but also positions your business as a resource for their needs. They will connect with you and think of you as their first stop.
- **Build community partnerships:** Collaborate with local senior centers, retirement communities, or other organizations that serve seniors. This can help you reach out to the senior community, establish trust, and gain valuable insights into their preferences.
- **Incorporate senior-friendly products:** Stock your inventory with products that cater to the specific needs and preferences of seniors. This could include items like ergonomic furniture, assistive devices, comfortable clothing, or health and wellness products.
- **Seek feedback and adapt:** Actively seek feedback from your senior customers to understand their experience and identify areas for improvement. Incorporate their suggestions to continuously enhance your business's appeal to our aging population.

Remember, today's seniors aren't the grandparents of yesteryear. (George Clooney is 62 and Denzel Washington is

68!) When you remove causes of death due to accidents, drug use, and suicides, people are living longer and more

08.) When you remove causes of death due to accidents, drug use, and suicides, people are living longer and more active lives. Keep in mind that people over 65 are a diverse group, and their preferences may vary. It's important to listen, be flexible, and continuously adapt your approach to meet their changing needs.

*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 resembles this article in more ways than she wants to admit.*

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)

Fred Baumann  
Information Associate  
[fbaumann@custersd.com](mailto:fbaumann@custersd.com)

Amy Brazell  
Information Associate  
[abrazell@custersd.com](mailto:abrazell@custersd.com)

Pat Hattervig  
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

## 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%.

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).

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

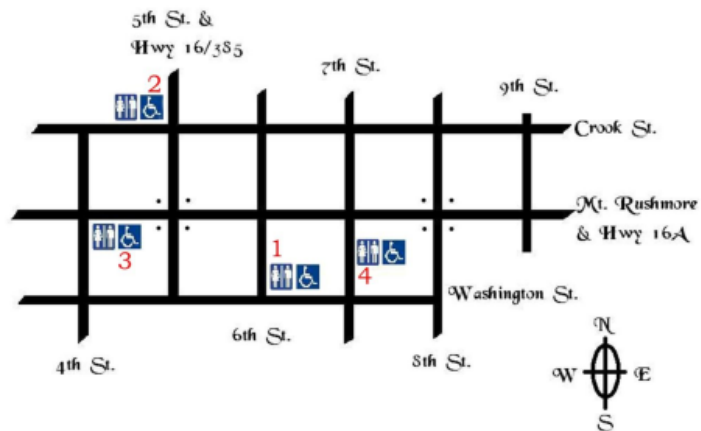


## Sales Tax FAQ

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

## PUBLIC RESTROOMS Are Located At:

1. The Custer Area Chamber of Commerce and Visitors Bureau during business hours (6<sup>th</sup> Street & Washington Street)
2. The Courthouse Annex building 8:00am – 5:00pm weekdays South or East entrances (5<sup>th</sup> St & Crook St)
3. Way Park during 7:00am – 10:00pm (4<sup>th</sup> Street & Main)
4. City Park during 7:00am – 10:00pm (by tennis courts, 7<sup>th</sup> Street & Washington)



Brought to you by Custer City, the Custer Area Chamber of Commerce and Visitors Bureau, and this establishment.

Printable Copy



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 3-4

July 4th Festivities

Downtown Custer

July 21-23

Gold Discovery Days

Downtown Custer

## WEEKLY HUMOR



## CHAMBER HAPPENINGS

# Custer's Fourth of July Celebration

## MONDAY, JULY 3

10 AM – 6 PM Arts & Crafts Fair at 1881 Courthouse Museum  
Noon – 4 PM Children's Fair at Way Park  
6 PM– 10 PM Veterans Tribute Street Dance– featuring  
**Full Gallop Band**  
(Washington & 5th Street)

## TUESDAY, JULY 4

10 AM B1 Flyover  
Kids' & Patriots' Parade  
(Mt Rushmore Rd between 8th St and 4th St)  
10 AM – 6 PM Arts & Crafts Fair at 1881 Courthouse Museum  
10:30 AM– 2 PM Patriot Hot Dog Stand on 6th Street  
10:30 AM – 4 PM Patriot's Alley on 6th Street  
11 AM Flag Ceremonies at Veterans Memorial Park  
(Washington & 5th Street)  
11 AM – 4 PM Children's Fair at Way Park  
Dark (9:30 PM) Fireworks at Pageant Hill

Please go to <https://www.custersd.com/Old-Time-Country-Fourth-of-July>  
more information!

**MINUTES NOT MILES**  
**FROM PATRIOTIC FUN!**



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



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.



**THANK YOU SPONSORS**

**PREMIER**

**RUSH MOUNTAIN ADVENTURE PARK**

**NIelsen**  
EXCAVATING • DIRT WORK • GRAVEL  
673-1519 • CUSTER, SD • 673-4701

**TEAM BLACK HILLS POWERSPORTS**  
YAMAHA • KAWASAKI  
RAPID CITY, SOUTH DAKOTA

**DEGGING BURRO**

**MT. RUSHMORE**

**THE POUNDING FATHERS RESTAURANT**

**RAZOR**

**DACOTAH BANK**  
Here for you.  
BANKING • INSURANCE • MORTGAGE • TRUST

**NXT LAW**

**Southern Hills Title**  
Experience. Efficiency. Innovation.

**PACER**

**Starr Insurance**

**RANGER**

**Black Hills Energy Ready**

**THE GOLD PAN SALOON**  
EST. 1876

**HOMEBODE Floratio's ice cream**

**MULE**

**Western Skies Real Estate**  
503 Mt. Rushmore Rd. Custer, SD 57730  
605-673-2433 WesternSkiesRE.com

**Dr. Dick Elrod Spitchal**  
605-879-1158 (Cell) 605-870-6206 (Cell)  
Custer, SD 57730

**Kitchens by Karla**  
Designed for your life  
605-580-0183  
karlahaugenmiller@gmail.com  
www.bertch.com  
38071 Sylvan Lake Road  
Custer, SD 57730

**ALPHA BUILDERS LLC**

**CHALET MOTEL CUSTER, SD**

**CUSTER HEATING**  
AC & PLUMBING, INC.  
605-673-2957

**PIZZA MILL**  
605-673-3396

**SOUTH DAKOTA OUTDOOR SHOP**

**THANK YOU DOOR PRIZE SPONSORS!**

**MT. RUSHMORE BREWING COMPANY**

**CUSTER COUNTY CANDY COMPANY**

**BLACK HILLS PARKS & FORESTS ASSOCIATION**

**CLAW & ANTLER & HIDE CO.**

**MINER'S CUP**

**Limestone Cattle Co.**

**US FLAG POLE GUY.COM**

**Victorian Corner**  
WICKED ESPRESSO  
LITTLE WICKED INN  
PLEASANTON, TEXAS

**DENIAL SOUTH DAKOTA**

**THANK YOU SWAG BAG SPONSORS!**

**Western Skies Real Estate**  
503 Mt. Rushmore Rd. Custer, SD 57730  
605-673-2433 WesternSkiesRE.com

**FRONTIER PHOTO**

**DENIAL SOUTH DAKOTA**

**SOUTH DAKOTA OUTDOOR SHOP**

**BLACK HILLS PARKS & FORESTS ASSOCIATION**

**MONUMENT HEALTH**

**Prairieberry WINERY**

**CUSTER SEARCH & RESCUE**

**BEAVER LAKE CAMPGROUND**

**MINER BREWING CO.**

**PURPLE PIE PLACE**

**AMERICAN FAMILY INSURANCE**

## MEMBER SPOTLIGHT

# 2023 CUSTER CHAMBER



# MEMBER SPOTLIGHT

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



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



# Welcome

## New Members

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



### Celebrate Father's Day and National Go Fishing Day in the Park Fishing

Celebrate Father's Day and National Go Fishing Day this Sunday in the park fishing. Spend time with family and friends making memories with free entry into all South Dakota State Parks and free fishing. No fishing license nor vehicle park entrance license is required on June 18, 2023 (limits, regulations, and reservation fees still



apply). Also, when in the park, ask about free checkout equipment to learn to fish! You can find great fishing opportunities in many of our State Park and Recreation Areas, including along the Missouri River.

Experience the Chills of Thundering Thrills at YOUR...





\$2 off  
w/ Code  
WILDWEST

Zirkiss  
A Cirque Company

# WILD WEST CIRQUE Show

**DIAMOND SPUR**  
Grand Canyon  
23826 Mill Iron Drive  
Rapid City, SD

Don't miss this premier experience!  
Weekly at the Diamond Spur  
4 Miles North of Hill City, SD  
Junction of HWY 16 and HWY 385  
Check [zirkiss.com](http://zirkiss.com) for updated show schedule.

info@zirkiss.com     605-519-8178

SCAN ME!

Tickets at [Zirkiss.com](http://Zirkiss.com) - Shows - June, July and August - Black Hills, SD  
Aerial Dance - Music - Fire Dance - Lakota Artists - Theater - Acrobatics



# CUSTER FARMER'S MARKET

**SATURDAYS**

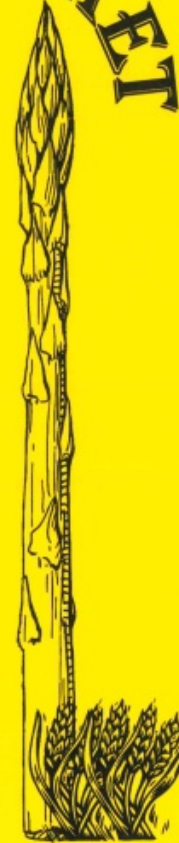
**8:00 AM – 12:30 PM**

June through October

Located in Way Park in front of  
Custer County Courthouse

Featuring produce, food and crafts  
from local farmers and artisans

For more information contact  
**GORDON CLEVELAND**  
**605-673-5230**





# 2023 ENTERTAINMENT LINE-UP

**FOOD & DRINK**  
**LIVE MUSIC**  
**GOOD VIBES**  
**ALL SUMMER LONG**

<p><b>SATURDAY MAY 20</b></p> <p><b>CUSTER GUITAR</b></p>	<p><b>SATURDAY MAY 27</b></p> <p><b>Hot City SOUL</b></p>	<p><b>WEDNESDAY MAY 31</b></p> <p><b>PONDER THE ALBATROSS</b></p>
<p><b>SATURDAY JUN 2</b></p> <p><b>OPEN mic night</b></p>	<p><b>SATURDAY JUN 3</b></p> <p><b>Zonta Women's Film, Art, &amp; Music Festival</b></p> <p><b>LUNA FEST</b> Film Screenings 2:30pm &amp; 4:30pm Artisans 2pm - 6pm Live Music 4pm - 8pm</p>	<p><b>FRIDAY JUN 9</b></p> <p><b>JOHN CLEVELAND BAND</b></p>
<p><b>SATURDAY JUN 10</b></p> <p><b>THE WILT BROTHERS BAND</b></p>	<p><b>THURSDAY JUN 14</b></p> <p><b>Drew Peterson</b></p>	<p><b>SATURDAY JUN 17</b></p> <p><b>RFD</b></p>
<p><b>THURSDAY JUN 21</b></p> <p><b>Union &amp; Stacey POTTER</b></p>	<p><b>WEDNESDAY JUN 28</b></p> <p><b>DOUBLE BARREL BLUES</b> <i>Jimmy Ray &amp; The STINGERS</i> AND <i>Johnny Hastings BLUES BAND</i></p>	<p><b>FRIDAY JUN 30</b></p> <p><b>WEST KING STRING BAND</b></p>
<p><b>THURSDAY JUL 6</b></p> <p><b>Rusty Rickson</b></p>	<p><b>SATURDAY JUL 8</b></p> <p><b>BACK TO THE 80S DANCE PARTY</b></p>	<p><b>THURSDAY JUL 13</b></p> <p><b>STAYCEN &amp; THE BIRDWATCHER</b></p>
<p><b>FRIDAY JUL 21</b></p> <p><b>JOSH HOVER</b></p>	<p><b>SATURDAY JUL 22</b></p> <p><b>GOLD DISCOVERY DAYS AT THE CUSTER BEACON</b> ENT   RP   GATHER   GROOVE</p>	<p><b>WEDNESDAY JUL 26</b></p> <p><b>MATTHEW FOWLER</b></p>
<p><b>FRIDAY JUL 28</b></p> <p><b>RYAN CHRYS &amp; THE ROUGH CUTS</b></p>	<p><b>FRIDAY AUG 4</b></p> <p><b>RUTHIE CRAFT</b></p>	<p><b>SATURDAY AUG 19</b></p> <p><b>PRAIRIE SONGS</b> FEATURING: HUMBLETOWN &amp; THE CLOVER FOLD</p>
<p><b>FRIDAY SEP 2</b></p> <p><b>THE FRETLINERS</b></p>	<p><b>SATURDAY SEP 9</b></p> <p><b>Patty Pershalla &amp; The Mayhams</b></p>	

**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**

**605-673-3800**



# 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.

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



**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.

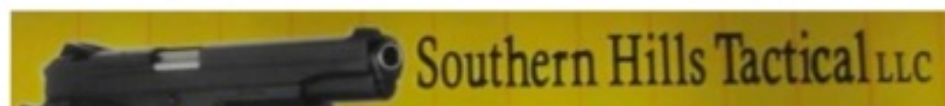
### **August 19 (National Track Trails Day) / 1:00 p.m. Animal Hide and Seek**

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)





You Are



# Juneteenth Picnic Fundraiser

**Saturday  
June 17 4-6 pm**

**Games!**

**Picnic  
supper**

**Belgian Horse  
wagon rides**

**Door  
Prizes!**

**HOSTED BY:**

**Deb and  
Dennis  
Crowley**

**11416 Pass  
Creek Road  
8 miles west  
of Custer  
2-3 miles  
south**

**PLEASE RSVP to this email  
BY WEDNESDAY NIGHT,  
JUNE 14**

**Suggested Donation  
Adults \$25 per person  
Kids \$5 each**

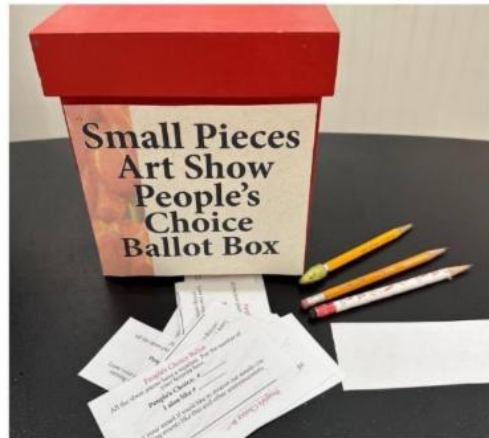


**Small Pieces Art Show**



# Closing Reception

June 17, 2023 • 4pm-7pm Art Expressions Gallery



## Visiting Artist Christina Schunke

JUNE 19-24 • ART EXPRESSIONS GALLERY  
DOWNTOWN CUSTER, SD



## Argyle Volunteer Fire Department Pancake Feed

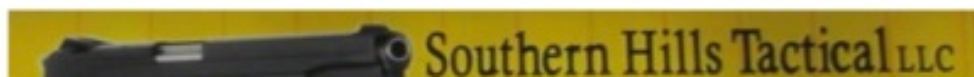




**9am-Noon  
Saturday June 24th, 2023  
Free Will Donation**

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)

MONDAY NIGHT SPEAKER SERIES







# CAROL MARKSTROM

MONDAY JUNE 26TH, 7:00 P.M.



**TATANKA BARN  
IN GAME LODGE CAMPGROUND  
CUSTER STATE PARK**

CAROL SINGS OF NOTEWORTHY PEOPLE, PLACES, AND EVENTS OF THE WEST; SOME BASED IN NATIVE AMERICAN CULTURES. AUDIENCES WILL ENJOY HEARING THE STORIES BEHIND HER SONGS ABOUT THE WEST. HER MUSIC HAS BEEN RECOGNIZED BY THE NATIVE AMERICAN MUSIC ASSN, THE INT'L WESTERN MUSIC ASSN, THE RED CARPET SHOW IN HOLLAND, AUSTRALIA, AND BEYOND.



Forest Service  
U.S. DEPARTMENT OF AGRICULTURE



**Black Hills National Forest and**

# 2023 NATURALIST PROGRAMS

## PACTOLA VISITOR CENTER

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

#FindYourForest and #FindYourPark.

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

### **Being Creative with Fish Prints**

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

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

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

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

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

### **Insect Investigations**

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



**For more information:**

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

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



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

# Medicare Fraud Prevention

**Thurs. June 29<sup>th</sup> 10:00 a.m.**  
**at Custer Senior Center**

**Presented by SHIINE**

**Senior Health Information and Insurance Education**

- \*What to look for**
- \*How to prevent it**
- \*What steps to take if you suspect fraud**





# 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!**



**LIKE TOTALLY  
RAD!**

[custerbeacon.com](http://custerbeacon.com)

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 institution 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



Forest Service  
U.S. DEPARTMENT OF AGRICULTURE

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



# ANNOUNCEMENTS





# 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)

**CUSTER COUNTY  
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**

**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**



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

**WINNER WILL BE DRAWN**

**OCTOBER 2, 2023**

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



Scan QR Code to purchase  
 raffle tickets today!

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.

## NEWS FROM THE STATE

## PRESS RELEASES

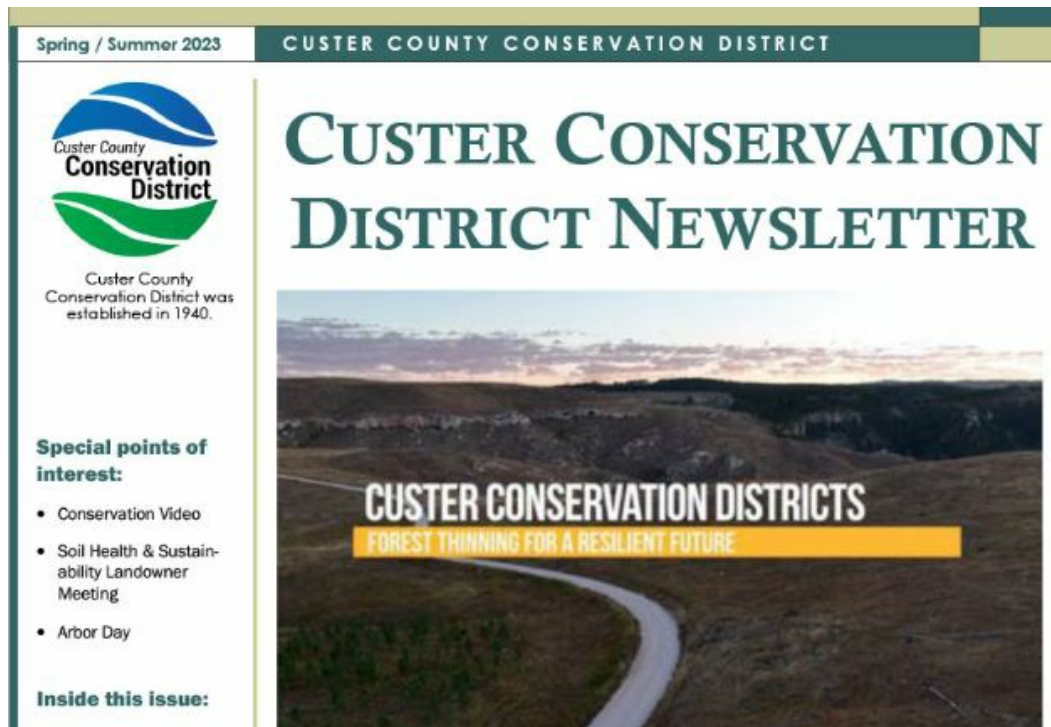
**THE HEIDEPRIEM CO.**





## Custer Senior Center

June Schedule

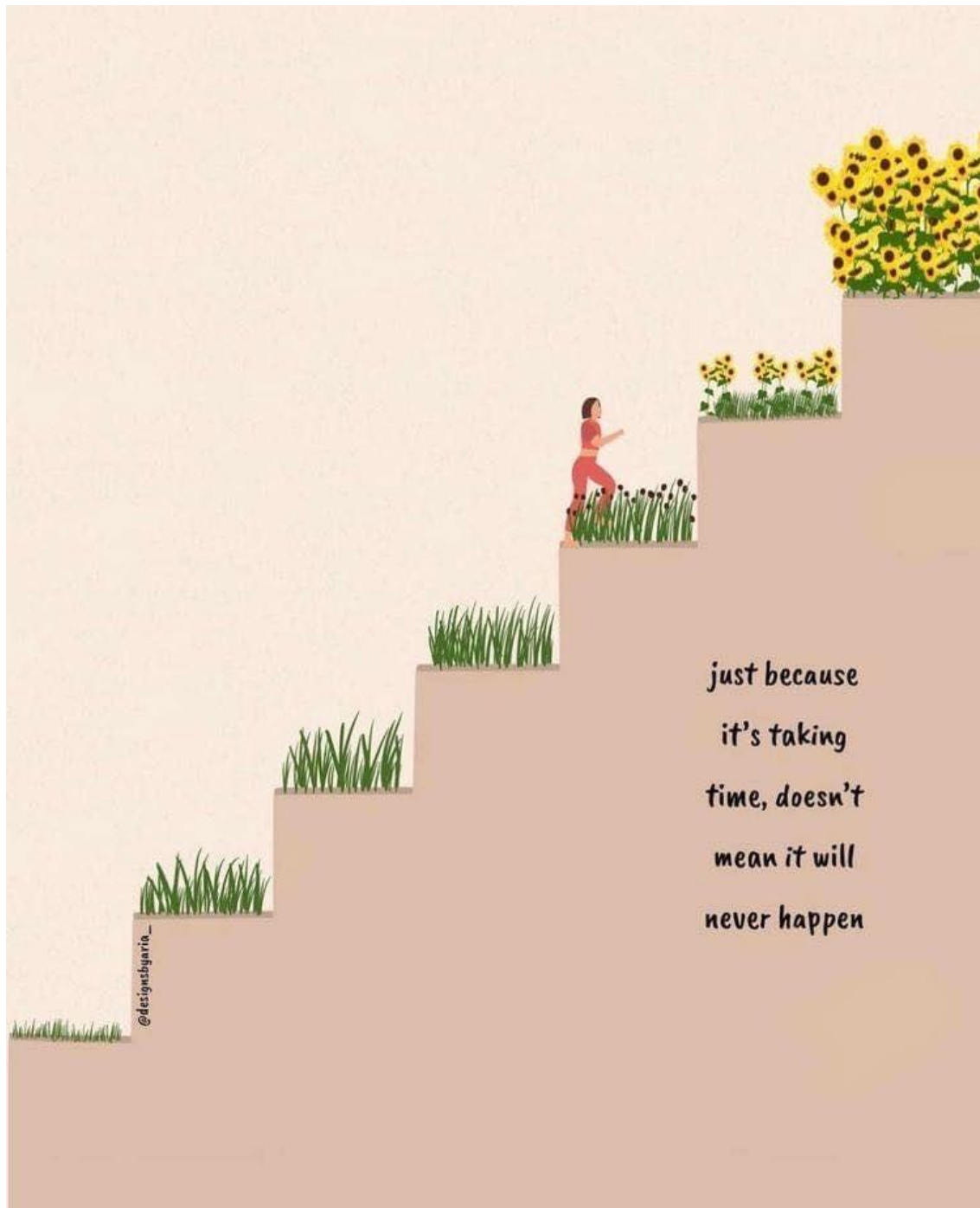


Read Newsletter

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



# WEEKLY INSPIRATION



# HELP WANTED





BLACK HILLS  
**PARKS &  
FORESTS**  
ASSOCIATION

## 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

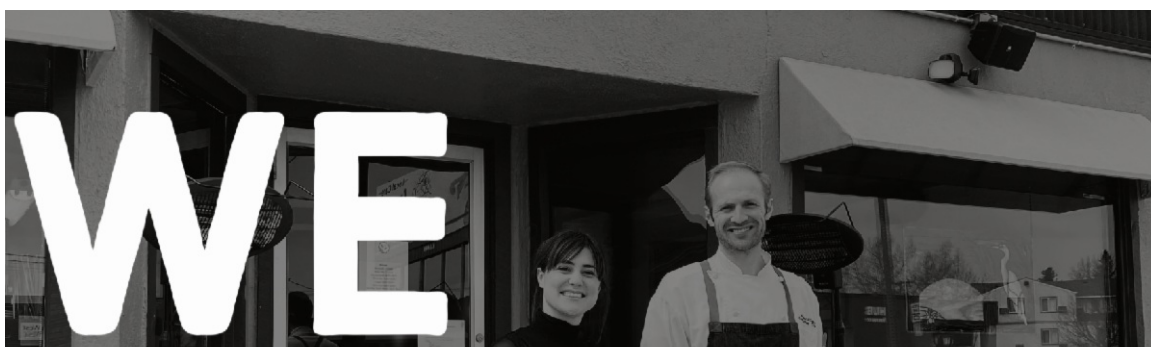
[pressler@blackhillsparks.org](mailto:pressler@blackhillsparks.org)

**Black Hills Parks & Forests Association**

26611 US Hwy 385

Hot Springs, SD 57747

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





# ARE HIRING!

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

## Job Positions

- Line cooks
- Dishwashers
- Full time
- Part time

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



# PACER

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

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



**GOOD KARMA  
JEWELRY**

Custer, SD

# **NOW HIRING**

**SEASONAL PART TIME**

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



***CONTACT US:***

**(605) 673-3047**

**507 Mt Rushmore Rd Custer, SD**

**DISH WASHER**

# LINE COOKS SERVERS

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



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

Or By Phone: 605-981-9047

Requirements: Must have a Positive Attitude!

## VACANCY ANNOUNCEMENT

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

**WHERE: CUSTER SENIOR CENTER**

**TITLE: CUSTODIAN**



## SCHEDULE: PART TIME

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

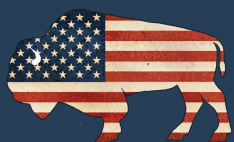
Be sure to check out the Help Wanted section on our [Website](#):

#### Our Address:

615 Washington Street  
Custer, SD 57730

#### Phone Numbers:

605-673-2244  
800-992-9818



**CUSTER**  
*Chamber of Commerce*

[Send Us An Email](#)

#### Connect With Us



