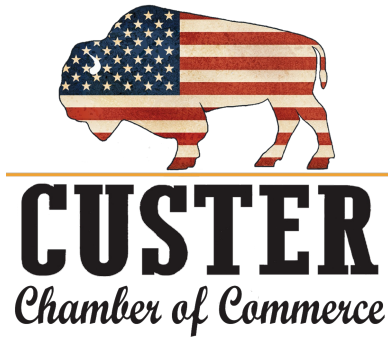


Buffalo Bytes



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

How to Find a Complementary Business to Help Yours Grow

If you're a small- to medium-sized business that is trying to carve out a place for itself in a competitive market, you want to differentiate yourself from the competition. One way to do that is to offer something no one else is doing. You can create a new product or service or go after an untapped market. But if you've already tried all of those and you're looking for something else, it's time to find the peanut butter to your chocolate or the peas to your carrots.

Partnering with another business can help you both offer something to your markets that neither has seen. Here are three ways to find your perfect complementary business so you both can profit.

Finding the Ideal Business Collaboration

If you're old enough, you may remember the Reese's Peanut Butter Cup commercials that showed two people enjoying very different snacks—one a chocolate bar and one a jar of peanut butter. Inevitably the two collided, one had chocolate in their peanut butter, and one claimed to have peanut butter on their chocolate. But either way, a scrumptious dessert was born. The same can be true of your business.

You don't need a formalized partnership with stakes in one another's business. Instead, you can create special collaborations, offers, or referrals that are mutually beneficial to the businesses and your audiences.

Brainstorm Businesses That Fit Yours Like Peanut Butter and Chocolate

Make a list of businesses that provide a complementary service or product that you don't offer but would benefit

your target market. Ideally, the collaboration between you and this business should create something that other businesses aren't doing. For instance, a bar that doesn't serve food may pair up with a food truck to provide bar patrons with easy access to food while food truck aficionados can enjoy an alcoholic drink. Since some food trucks have sizable followings giving them access to your parking lot or a place to park can bring in new customers for you as well.

Think About What Your Customers Want

Building on that, make a list of what you hear customers asking for that you don't currently do/offer. Take that list and decide whether those ideas make sense for your business. You can then decide to offer a new product or service line based on those customer requests, or you can collaborate with someone who has already created a successful business doing those things. For instance, if you own a gym, you could create a juice bar on-site or offer a healthy menu planning service. You could also work with someone to fill those needs. Here too there are options. You can rent some of your space to that business or create an affiliate or referral program so your gym members receive discounts for those other products or services at the other business' location.

Decide What Is Stopping Customers From Buying

Is there something that is prohibiting potential customers from buying from you? What is the wall to purchase? Identify what is holding people back and solve it through collaboration. For instance, if you sell something large like furniture but you don't offer delivery, partnering with a delivery or moving company may increase your sales. Some people don't have the means (strength or room) to bring a large item home. But you may not want the headache of employing movers and covering the insurance. A partnership of this kind can benefit everyone.

Business collaborations can help your business, the collaborator's business, and (both of) your markets. By understanding what your customers need and want, as well as what holds them back from buying, you can create a satisfactory collaboration that benefits everyone and serves to separate you from your competition. This way, you'll gain exposure to a new market or additional customers as well as improve business relationships. If you're not sure how to make connections with other businesses, contact your chamber. They can put you in touch with someone looking to grow in a similar way.

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 increase their customer/member base. She loves road trips, hates exclamation points, and is always looking for the perfect quaint beach town that no one has ever heard of.

Twitter: @christinagsmith

Facebook: @tellyourstorygetemtalking



Dawn Murray
Executive Director

IMPORTANT ANNOUNCEMENTS

Chamber Staff

Dawn Murray
Executive Director
dmurray@custersd.com

Jamie Dean

Administrative Assistant

Administrative Assistant

jdean@custstersd.com

Fred Baumann

Information Associate

fbaumann@custersd.com

Amy Brazell

Information Associate

abrazell@custersd.com

Pat Hattervig

Information Associate

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

Lydia Austin- CSP Liaison

Leah Noem- BID Board Liaison



MARCH 12, 2023 AT 2AM

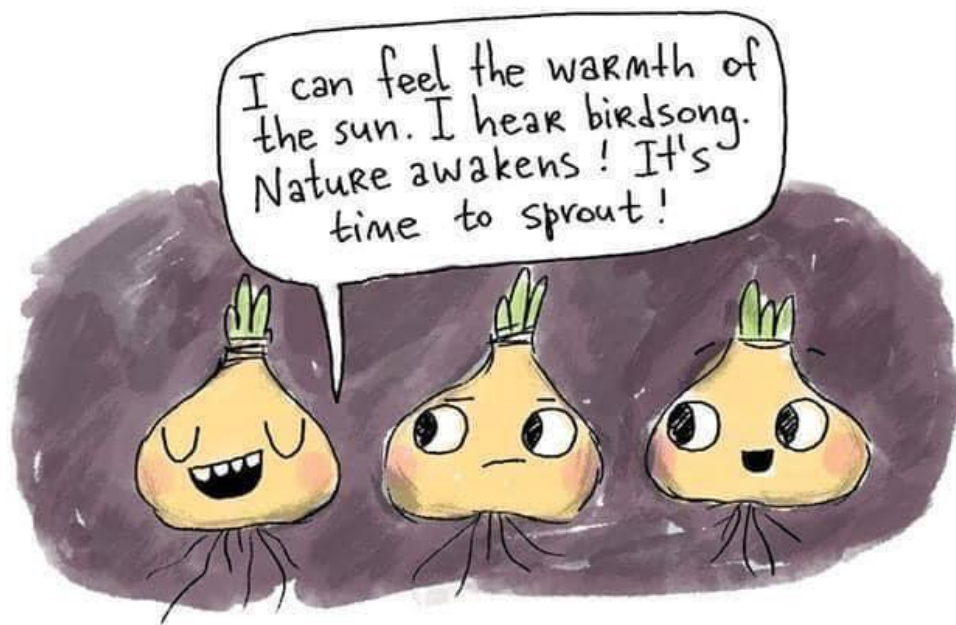
To have things added to Buffalo Bytes, please send to Amy: abrazell@custersd.com. Items need to be received by Wednesdays at noon in order to be added to weekly Buffalo Bytes. Thank you!

MARK YOUR CALENDAR

March 16

Chamber Mixer at Lewis Realty

5pm-7pm





2023 Spring Fling

Sponsors Needed

Sponsoring this event is an opportunity to showcase your business and show your community support.

Your sponsorship will be announced during the banquet and printed on all published materials.




Gold Sponsor~ \$300 *includes 3 free meals*

Silver Sponsor~ \$200 *includes 2 free meals*

Bronze Sponsor~ \$100 *includes 1 free meal*

If you are interested in being a sponsor,
contact Dawn at dmurray@custersd.com
or 673-2244





**CUSTER
OFF-ROAD RALLY
June 9-11**

Register Now

For more information:

<https://www.custersd.com/Off-Road-Rally>

Official





Chamber Mixer



MARCH 16, 2023
5-7PM

HOSTED BY LEWIS REALTY

14 MT RUSHMORE RD.

MIXERS ARE A GREAT WAY TO MEET, MIX AND MINGLE.
PLEASE BRING A FRIEND AND ENJOY SOME
REFRESHMENTS.



The Custer Chamber will be hosting the 9th Annual Sound of Silence Tesla Rally, May 19-21. We are anticipating 75-100 drivers in attendance along with their passengers. We already have over 30 participants registered for the event and it's still three months away.

This is an event that brings many people to town at a typically slower time of year, and it's a great opportunity to bring attention to your business. When the registrants check-in for the event, each attendee is given a swag bag that includes information about the event and free stuff from local businesses.

If you would like to include some "swag" please contact Dawn at dmurray@custersd.com.

SOME swag ideas include:

- Hand sanitizer (*super popular right now!*)
- Coupons/Gift Cards to your business

You could also offer a discount if they show their Tesla Rally name badge -include info about this in the swag bag

- Snacks with your information attached
- Sample of your product
- Reusable water bottles
- Branded notebooks/notepads

Keep in mind that each driver is also given \$10 in Custer Cash and they're looking for a place to spend it – give them a reason to spend it at YOUR business!

MEMBER SPOTLIGHT

2020 CUSTER CHAMBER MEMBER SPOTLIGHT

Grand Opening of Garcia Family Clinic!

BELLA REJUVENATION COMING MARCH 10TH! WE OFFER FAMILY MEDICINE, HORMONE THERAPY, WEIGHT LOSS AND COSMETIC/SKIN CARE. PLEASE BLESS US WITH YOUR PRESENCE AND SUPPORT AS WE INTEND TO START THIS NEW JOURNEY WITH YOU BY OUR SIDE!

CALL NOW AND BOOK YOUR APPOINTMENT: 605-956-0072



To have your business featured in our Member Spotlight, please contact Amy Brazell at abrazell@custersd.com



Welcome

New Members

Garcia Family Clinic-Bella Rejuvenation

US Flag Pole Guy
JandJ Hospitality
Southern Hills Screen Printing
The Church at Custer

AREA EVENTS

**Cinnamon Rolls are
back at the Custer
Senior Center!!!!!!**



\$3 CARAMEL • \$3 FROSTED • \$2 PLAIN

Every Friday

MARCH 3rd, 10th, 17th, 24th & 31st

538 Mt. Rushmore Rd., Custer
9AM UNTIL THEY'RE GONE!

Call and reserve your fresh baked rolls!!
605/673-2708



CELL PHONE WEEK

MARCH 6TH-10TH
30 MINUTE SESSIONS AVAILABLE

**Get Tech Assistance at the
Custer County Library**

REQUIREMENTS:

- Reserve a time for one-on-one help during the week
- Bring your cell phone information and any passwords needed
- Make sure your phone is charged

Free of Charge

REGISTER TODAY
605-673-4803



Coffee with a Ranger!

A Meet & Greet Event!

Friday, March 10, 2023

9:30 to 10:30 a.m.

Pine Room at the Custer County Library

Coffee provided!

*Presented by Jewel Cave National Monument
in collaboration with the
Black Hills Parks and Forest Association
and Black Hills National Forest*



Painting



Monday Night

\$10 fee per. person

Pay in Office

March 10, 2023

1:00-4:30 pm

In the Custer High

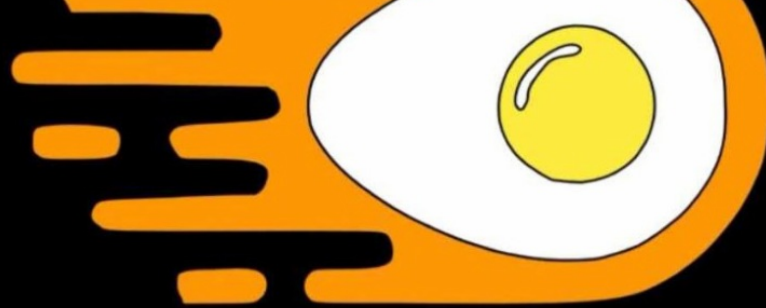
School commons

Contact information

Marika Preble

(605)877-1516





BreakFaster®

FRESH, HOT, BREAKFAST SANDWICHES

Black Hills, SD

Grand Opening!

7am – 11am

This weekend, March 11th and 12th

25022 US-385, Custer, SD,

***Just North of Town next to H&B Firearms
and the Shepherd of the Hills Lutheran Church***

For more info visit:

www.BreakFaster.llc



VE THE DA



SAV STATEWIDE

CHILD CARE

BUSINESS COLLABORATIVE

ZOOM MEETING

MARCH 15TH 2 P.M. MT / 3 P.M. CT



Only \$8.00



**THURSDAY
MARCH 16TH**

SOUP & PIE

11AM – 1PM

**Custer Senior Center
538 Mt. Rushmore Rd.**



Refreshments

Homemade Bread

Featuring:

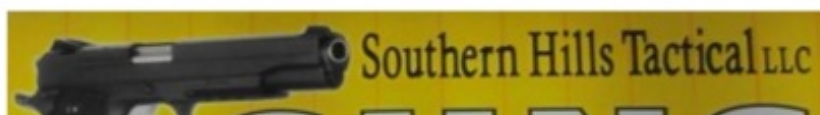
Chicken Noodle

Creamy Potato

Chili

Everyone

Welcome!





South Dakota Enhanced Conceal Carry Class

This is a One Day Class

Saturday March 18th 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.

Contact us at 605-673-3222 or by e-mail at
southernhillstactical@gwtc.net

AE GALLERY RE-OPENS FOR THE 2023 YEAR

MARCH 14TH 2023

MARCH 16TH, 2023

OPEN HOUSE


SATURDAY, MARCH 18TH, 10AM-5PM

**7 NEW ARTISTS
TONS OF NEW ART**



***Art Expressions
Gallery and Gifts***

17 North 5th Street • Custer • South Dakota • 57730 • 605-673-3467

 Find us on Facebook at Art Expressions Gallery of Custer



LUCKY
TO HAVE THE YMCA
LET THE SHENANIGANS BEGIN!

March 18th - Custer Beacon
5:00 - 9:00 p.m.



2023

REGIONAL LEADERS BREAKFAST

WESTERN DAKOTA TECHNICAL COLLEGE is an integral member of the Black Hills community. As the only technical college in Western South Dakota, we know we serve more than just Rapid City. With satellite campuses being expanded into multiple West River locations, we would like to share our vision for the future with our local leaders, learn more about the changing needs of local industries, and better understand how we can work together, to build the workforce of tomorrow.

Questions? Contact Nora Leinen, WDT Foundation Director at Nora.Leinen@wdt.edu or (605) 718-2436



Tuesday, March 21



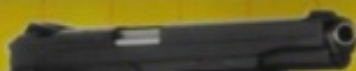
8:00 a.m. - 9:30 a.m.



Pine Room | Custer County Public Library
447 Crook St., Custer, SD 57730

Event is **FREE** to invitees.

Please RSVP to Nora.Leinen@wdt.edu



Southern Hills Tactical LLC



South Dakota Enhanced Conceal Carry Class

This is a One Day Class

Saturday March 25th 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. Call the shop at 605-673-3222 or e mail us southernhillstactical@gwtc.net

Save the Date

The Great Custer Easter Egg Hunt



Friday, March 31st
4PM-6PM

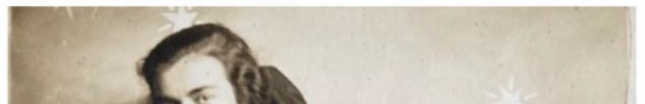


Contact Caitlin for more information
Caitlin@protectcuster.com

ZONTA WOMEN'S ART, MUSIC & FILM FESTIVAL

LUNAFEST Custer 2023

Short Film Competition & Women's



Short Films by and about Women

2:30pm and 8:30pm

June 3, 2023 Custer Beacon

Hosted by the Zonta Club of the Southern Black Hills

**BENEFITING REGIONAL PROJECTS THAT
SUPPORT WOMEN & GIRLS**

Artists & Artisans 2-6pm

Musicians 4pm - 8pm

**Tickets for the
LUNAFEST
available
on-line.**



ANNOUNCEMENTS

Trail Lighting within Custer City Limits?

The public is invited to complete a survey by March 31.

Custer Area Economic Development Corp seeks Community Input on Solar Lighting for the Mickelson Trail within Custer City limits. This includes:

Mickelson Trail from 2nd St to the football field, 1.3 miles
Custer State Park Spur from ramp on Washington St to Sidney Park Rd, .7 mile
Safe Route to Schools from ramp on 11th St to Bluebell Lane schools' campus, .5 mile

Such a major effort requires community support and input. For that purpose, we are asking the public to complete a short survey at <https://www.surveymonkey.com/r/FJT2KQ6>

-OR- scan this QR Code



The Recreation/Wellness Committee (RWC), part of the Custer Area Economic Development Corp. (CAEDC), welcomes questions about this project and their research to date. Members are available to speak to local organizations.

Questions can be emailed to Colleen Hennessy at chennefrank@aol.com.

More information and survey link available at:

[Recreation & Wellness | Custer Area Economic Development Corporation \(custerdevelopment.com\)](#)

[Parks, Recreation & Forestry - Custer City \(govoffice.com\)](#)

Facebook : CAEDC and Custer SD Healthy Hometown

Custer Chronicle



OPEN BLUEGRASS JAM

WEDNESDAYS

6:30pm



**all acoustic
instruments
welcome!**



Food prices
getting you

Custer's
Recreation/Wellness
team is offering gardening

frustrated???

spots for YOU this spring!

The Community School
Garden will be open for
gardening late MAY!!



Currently available at the school campus on Sidney Park (near the ball field)

- 16 - 4 x 12 beds
(made by our Industrial Arts teams)
- 5 - ADA – wheelchair accessible
beds (no bending!)



- Water provided and some tools and compost will be available!
- Users will be asked to complete a user agreement form and submit an annual \$30.00 fee. (Scholarships available)

Questions?
Want to secure a
garden bed?

Colleen Hennessy

chennefrank@aol.com

605-673-2073



711 N. Creek Drive
Rapid City, SD 57703
bh.agnr.alliance@gmail.com



Email Subscription Form

[Click Here For More Information](#)

SAVE THE DATE

DMIE

Family Hike for Health

Saturday, May 6th

South Dakota Outdoor Shop

JOIN US FOR A FAMILY FRIENDLY EVENT
THAT WILL INCLUDE A SELF-LEAD HIKE
AND A CHANCE TO WIN ONE OF OVER
40 PRIZES.

Presented by:



*Custer
State Farm*



Every month, **83%*** of South Dakota adults –

read the local newspaper in print or online.

Connect to the 83.

SOUTHERN HILLS PUBLISHING

DIGITAL - PRINT - SOCIAL MEDIA

SIGN UP FOR SHP's WEEKLY NEWSLETTER
TO LEARN HOW

www.myblackhillscountry.com

*The South Dakota Newspaper Association commissioned Coda Ventures, an independent research and consulting firm, to conduct a survey among South Dakota adults in 2021. The survey included responses from 446 completed interviews.



SCAN
QR
w/ MOBILE



Custer  Hill City
605 IMPACT
COMMUNITY ACTION



Opportunity for Non-Profits to gain volunteers!

This fall a program was made by my fellow graduates of the IMPACT Leadership Development Program, hosted by Custer Area Economic Development Corporation and Hill Custer Economic Development Corporation.

605 IMPACT Community Action was launched as the class project in hopes to better serve our communities.

We will provide you with our Volunteer Roster and help facilitate as many of our volunteers as possible for your event(s).

There is no cost or obligation, as we are acting as a subcommittee to Custer Area EDC and Hill City EDC, to help spread the word of 605 IMPACT.

We are grateful to help our communities with this program!

What we would need from you:

- ~ A list of your events
- ~ The number of volunteers that are needed for each event
- ~ A summary of the duties to be performed at each event
- ~ Contact information of event organizer(s)

Please send your information to the email or address below:

Hill City 605 IMPACT Chair Contact:

Angela Crisman

hillcityedc@gmail.com

P.O. Box 1143, Hill City, SD 57745

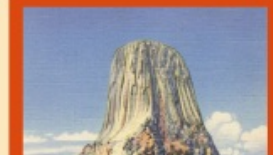
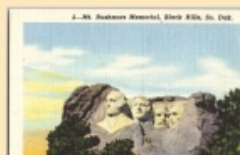
Custer 605 IMPACT Chair Contact:

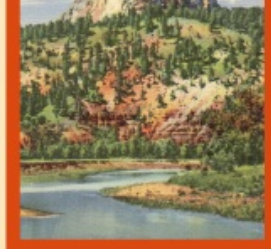
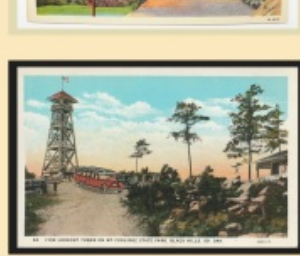
Aleah Witt

aleahwitt@yahoo.com

P.O. Box 128, Custer, SD 57730

ART EXPRESSIONS GALLERY OF CUSTER





"Next Time Let's Travel First Class, Alright"
Del in Planes, Trains and Automobiles

8TH ANNUAL

SMALL PIECES

ART SHOW 2023

MAY 20TH THRU JUNE 17TH

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



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

Small Pieces Art Show Registration Form





Custer County Courthouse Art Gallery

420 Mount Rushmore Road, second floor

Custer, South Dakota

Showcasing the artwork of

Lynn Marcy

Now through March 31, 2023

Endorsed by Custer Area Arts Council



NEWS FROM THE STATE

South Dakota

Travel South Dakota
March 2023
SDVisit.com





YOU'RE INVITED

Travel South Dakota will wrap up its 2023 spring webinar series with two webinars in March. First, join us Tuesday, March 21, 2023, at 10 a.m. CT/9 a.m. MT for a webinar featuring Travel South Dakota's Global Marketing & Brand Strategy Director, Mike Gussiaas. Mike will discuss the state's 2023 marketing efforts, including the advanced findings and consumer insights that inform this year's marketing efforts. Then, join us Tuesday, March 28, 2023, at 10 a.m. CT/9 a.m. MT for the "South Dakota Resident Sentiment" webinar featuring Amir Eylon, president & CEO of Longwoods International. Amir will share the highlights and insights from the very first resident sentiment study completed on behalf of Travel South Dakota.

What: Travel South Dakota 2023 Marketing Plans

Date and Time: Tuesday, March 21, 2023 @ 10 a.m. CT/9 a.m. MT

Presented By: Mike Gussiaas

Cost: Free!

Mike will discuss:

- In-depth looks at the state's 2023 marketing efforts
- Consumer insights and advanced data efforts that drive the department's strategy
- The opportunities available to tie into the department's marketing efforts

[REGISTER NOW »](#)

What: South Dakota Resident Sentiment

Date and Time: Tuesday, March 28, 2023 @ 10 a.m. CT/9 a.m. MT

Presented By: Amir Eylon

Cost: Free!

Amir will discuss:

- Why Resident Sentiment Matters
- What do the residents of South Dakota think about Tourism in their state on a range of issues from tourism promotion, economic development, sustainability, workforce, etc.
- How does South Dakota compare to the national norms when it comes to Resident Sentiment

[REGISTER NOW »](#)

These webinars will be hosted by Travel South Dakota via Zoom. Contact Industry Training & Legislative Relations Manager, [Bailey Carlsen](#), with any questions.

How to Connect

These webinars will be available via Zoom. For most participants, joining each webinar will be as simple as clicking the link

provided in the confirmation email. If you are uncertain if you can connect, you can read about the system requirements on the

[Zoom website](#).

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

These webinars will be recorded. Links to the recordings will be sent to participants following the presentations and will be available on [SDVisit.com](#).

Watch your email and [SDVisit.com](#) for more webinars coming in fall 2023.

PRESS RELEASES



Custer Senior Center

[March Schedule](#)

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



WEEKLY INSPIRATION



HELP WANTED

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: CLERK

SCHEDULE: PART TIME

PAY: \$10.80 PER HOUR

VACANCY ANNOUNCEMENT

PAID ON-THE-JOB EXPERIENCE OPPORTUNITY

WHERE: CUSTER SENIOR CENTER

TITLE: CUSTODIAN

SCHEDULE: PART TIME

PAY: \$10.80 PER HOUR

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

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- Engage in activities to support independence



Education and Interpretation Intern

Jewel Cave National Monument
Custer, SD

Enhance your public speaking skills by
leading cave tours and staffing a front
desk

Desired Start Date: March 22nd

Hours per week: 16-32 (must work at least 32 hours to receive
park housing)

Pay: Weekly stipend of \$225-\$450 depending on hours worked

Contact: Aimee Murillo, Chief of Interpretation at
aimee_murillo@nps.gov or (605) 673-8330



Trail Crew Intern Positions

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

Forest.

Trail Crew Position

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



Our Address:
615 Washington Street
Custer, SD 57730

Phone Numbers:
605-673-2244
800-992-9818

[Send Us An Email](#)

Connect With Us



[Visit our website](#)