

# 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

Building a following on your desired platform on social media requires a bit of luck but there are some things you can do to help that luck (and other users) find your profile. But sadly, those things probably don't have a lot to do with your business.

### 4 Ways Copycatting Can Build a Following on Social Media

Most business owners I talk to have tons of ideas for showcasing their goods and services. For those with a sexy brand, viewers eat that up. But you need to get there (to sexy brand status) before talking about yourself will be effective in building an audience. For the time being, go for these ideas below that use things that have already been done. Let's work on gathering a crowd, so you have someone to talk to and hear your offers.

#### Give Them Something to Connect With

Think of your target market. How old are they? What gender? What stage of life? Now think about what that person finds amusing. What do they reminisce about or love? What are their sacred cows or what events/pop culture made the biggest impressions? Imagine you're trying to woo Gen Xers. Take a trip down memory lane (in a Little Red Corvette, perhaps) with videos and posts from the 80s. Ask them questions about what kind of lunch box they carried. What posters did they have on their wall? Did they wear jelly shoes or have a Cabbage Patch Doll? Share what you or your employees remember from the 80s. Post pictures of the 80s. The time of our youth leaves a huge imprint on our lives. Use that power to reach your ideal audience.

#### Think Bigger

Many people are feeling lost these days. Financial losses, bank collapses, shootings, lots of bad news and it's hard to always look past it. Be an inspiration. People need that. Talk about something larger than your business. Share

life tips. Matthew McConaughey is building an empire providing logical inspiration. You can too even if it's only in the form of image quotes. People want to be around a proponent of positivity.

## Have a Shtick

Being an unusual presence on social media will get you noticed. But one unusual act is not enough to keep people coming back. Take a note from comedians and get a shtick or a gimmick. If you have a successful one, you'll become known for it. Get on TikTok or Reels and:

- talk about crazy things your spouse asks you to do
- ask deep questions with funny answers or funny questions with deep answers (a funeral director wrote a book about outlandish questions she gets about the dead)
- point out obvious dumb ideas
- dress up your 4-year-old as your high school English teacher and let her give grammar advice.

Most people don't like change and they bond with the predictability of a shtick. They'll come back over and over to see what you're doing next.

## Use Pop Culture and Current Affairs

When it comes to building a social media following, don't be afraid to hitch yourself to a wagon and ride that gravy train. There are trends on social media, that everyone jumps on and while you may be thinking--*everyone's doing it*--do it anyway. If you can't think of a trend to copy after scrolling through your streams, listen to what people are talking about in entertainment monologues on comedic news programs and late-night shows. Try the opening monologue on a show like Saturday Night Live, for instance. If people are talking about it, you want to be too. Don't forget local issues or frustrations that may be causing people to roll their eyes. If you can make light of it, people will respond.

The only exception to this advice is the topics of religion and politics. You don't want to alienate a potential customer or follower by talking about these divisive topics—with one exception. If you are *sure* your ideal demographic would enjoy it, then go with it (but keep it positive). Some businesses are closely aligned with political or religious ideologies; and in those cases, addressing taboo topics may actually work for you.

It seems like an oxymoron to tell you that to stand out you should be like everyone else. However, the crowd responds to familiarity, and that creates connections. So, if you can play with something people recognize and yet do it in a way that's all your own, you'll make an impression and build an audience on social media.

*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 waiting for the day when AI can make her dinner and clean the house at an attractive price point.*

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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  
[fbbaumann@custersd.com](mailto:fbbaumann@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  
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



The 100th Gold Discovery Days Anniversary cups have arrived! If you would like to sell them at your business, they are \$2.50 each. Pick them up at the Custer Chamber.





## DISCOUNTED LABORATORY WELLNESS SCREENINGS

For the month of May

**Offerings include:**

Wellness Fair Profile, Vitamin D 25-hydroxy, Vitamin B12,  
Prostate Specific Antigen (PSA) Screen,  
A1C and High Sensitivity C-Reactive Protein (CRP)

**Custer Hospital and Clinic**

Call for an appointment: 605-673-9400

Lab Hours: M-F 7:30 a.m. - 5 p.m.

Cash and credit only; no insurance will be processed.

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



# May 11

Chamber Mixer at Mt Rushmore Brewing Co.

5pm-7pm

# May 18

Attractions Meeting Lit Swap

Mt Rushmore Brewing Co

1pm-4pm

# May 19-21

Tesla Rally

# May 25

Ribbon Cutting for the Community Garden

On the school campus on Sidney Park Rd

(near the ball field)

10:00am

## WEEKLY HUMOR

Mom, you've hired a few people



## CHAMBER HAPPENINGS



# CHAMBER MIXER

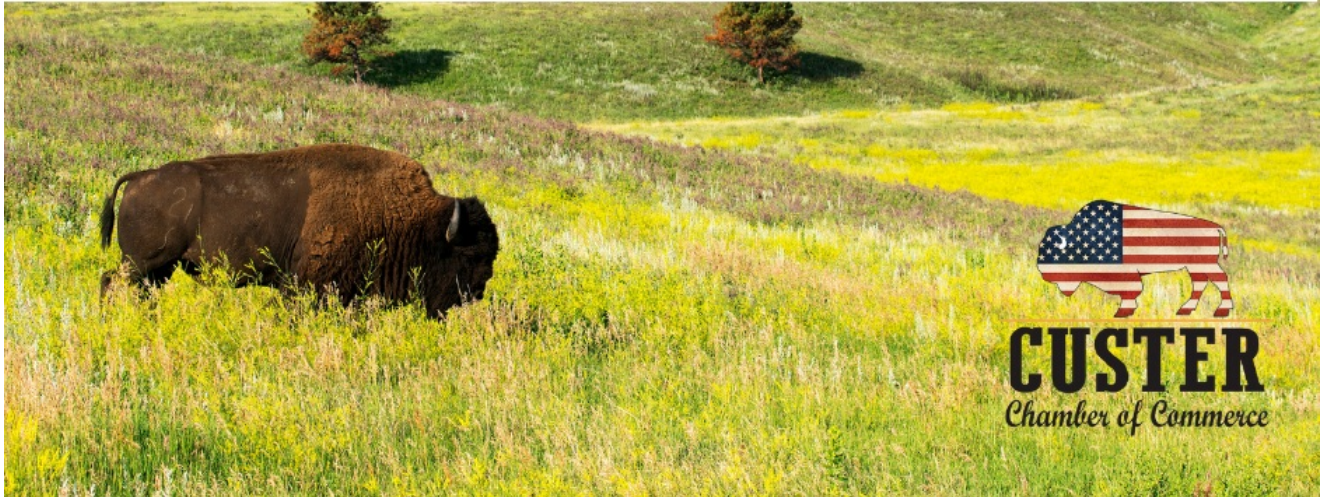
May 11, 2023

5pm-7pm

Hosted by

**MT RUSHMORE BREWING COMPANY**

**140 MT. RUSHMORE RD**

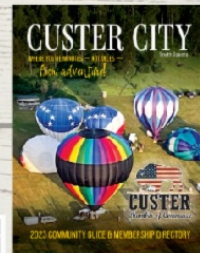
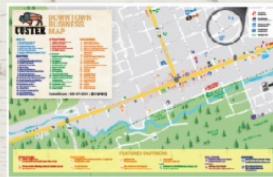




# ATTRACTIONS MEETING & LIT SWAP



MAY  
**18**  
2023



MT RUSHMORE BREWING CO  
**1 PM- 4 PM**

Each attraction will  
have 3 – 5 minutes to present.  
Coffee and cookies will be provided.

**RSVP by May 11**

RSVP to:  
dmurray@custersd.com  
605-673-2244

9th Annual Sound of Silence Tesla Rally



# Our Annual Sound of Silence Tesla Rally May 19th-21st



# *Ribbon Cutting*

## **Community School Garden**

On the school campus on Sidney Park Rd.  
(Near the ball field)

**Thursday, May 25  
at 10am**



## **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

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



DO YOU FEEL LIKE THERE IS

# NO FREEDOM FROM ADDICTION?

## H.O.P.E.

CAN OFFER YOU:



**A Bible-centered, faith-based  
addiction program.**

The H.O.P.E. Addiction Recovery Program is a resource to help you find the answers for some of your greatest challenges. While many of life's problems are incredibly complicated, there is a source that has the answers we can trust. You may not consider yourself a believer in God at this time and that is okay. The answers you will find here are not just for Christians - they apply to every person on earth.



**A complete curriculum that will show you  
the truth about your addiction and  
equip you to succeed.**

The fact that you are interested in this program means that you need answers that your life experience has not provided. It would be our great joy to share with you the resources you need to break free from the bondage and live a life of true freedom.



**A non-residential program so your life can  
continue while you break free.**

If you need a live-in residential program, speak with your local director for more information on availability.

**LET US HELP.**


# H.O.P.E.

*Helping Others Put off Entanglements*

**FRIDAYS@7PM**

**FOR HELP, CALL:**

**605.673.2498**

 12230 Aviation Way  
Custer, SD 57730



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

**Weekly Addiction Program**





## THE UPS AND DOWNS OF HERB AND JAN CONN

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Herb and Jan Conn are Black Hills legends who moved to the Black Hills as a climbing destination and ended up mapping over sixty miles in Jewel Cave, the 3rd largest cave system in the world.

**The Ups and Downs of Herb and Jan Conn** documents their ascents and descents, and the exploratory, literary, cartographic, and artistic legacy they inspired.

### JOIN SDPB FOR A FREE SCREENING!

THURSDAY, MAY 11, 6 & 7:30 PM  
CUSTER BEACON  
351 WASHINGTON STREET

PREMIERES ON SDPB TV  
THURSDAY, MAY 18, 7:30 PM MT



# GARAGE



**May 12th & 13th 9am - 2pm**

**STONE DECOR & SUPPLY PARKING LOT**

**1108 HWY 71 HOT SPRINGS, SD**

**ACROSS FROM FALL RIVER MEDICAL CENTER**





### It's Sprockets Fun Foundry's first birthday.

In honor of this momentous occasion, Sprockets is hosting a 2-day birthday party on May 12 & 13! The NEW Sprockets mascot will be unveiled at **3 pm on Friday, May 12th** along with another Virtual Reality 4-player Arena where you can become a part of the Angry Birds game or experience what it feels like to be a Ghostbuster! The celebration continues through Saturday, May 13<sup>th</sup> with spin-to-win prizes, root beer float and drink specials, and a meet and greet with Sprocket! It's a birthday party you don't want to miss! Sprockets Fun Foundry located Keystone, SD now has the most virtual reality platforms in the United States! Sprockets is open Thursdays – Sundays year-round and every day during the summer.





You're Invited



# 1st Birthday PARTY



**May 12-13**  
**NOON-9PM**

- ⚙️ SPIN TO WIN PRIZES
- ⚙️ \$3 ROOT BEER FLOATS
- ⚙️ EXCLUSIVE DISCOUNTS
- ⚙️ GRAND PRIZE GIVEAWAY

**SALE RUNS ALL WEEK!**

**CLUSTER YMCA - LARGEST SALE**

**CAR SALE**

# CUSTER YMCA. LARGEST SALE IN THE SOUTHERN HILLS!

YMCA Log Building: 644 Crook Street  
Custer, SD

## SALE DETAILS:

Early Bird Special: Saturday, May 6th  
from 8-12 only: \$3 entry fee (5 &  
under free) and free entry from 12-5

Sunday: 12-5 (7th)

Monday-Friday: 8-7 (8th-12th)

Saturday (13th) 8-12 (bag sale)

For more info: contact Erica or Sarah  
at 605-673-2222

Wanting to donate? We will accept  
donations April 30 (10-5) through  
May 4 (8-5) at the Log Building



## 1880 Train Opening Day May 13

*We are open for our 2023 season starting May 13th!  
We are running our steam locomotives 7 days a week  
through mid-October.*

*Visit our website for our full schedule and information on  
our special events!*

<https://www.188otrain.com/>



Black Hills Central Railroad

**2023 Opening Weekend - May 13th**



## Spend Mother's Day with the 1880 Train

*We are offering our Mother's Day Gift Pack again this year!  
You can add the Gift Pack to your regular train reservation and elevate your  
Mother's Day experience!*

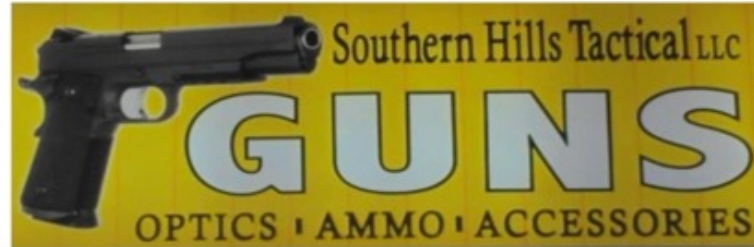
*The Gift Pack includes macarons in a keepsake wooden box, a champagne flute,*





The Gift Pack includes macarons in a keepsake wooden box, a champagne flute, champagne, orange juice, and a succulent plant for \$29.95!

*If you already have a reservation, you can call our office and we can add on a Gift Pack, or when making a new reservation you can select to add on a Gift Pack!*



### **Basic Pistol Marksman Class**

**Saturday May 13th 2023**

**9:00am to 1:30pm**

Topics covered to include:

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

For additional information or to register for the class you may contact the instructor at [www.sodakian.com](http://www.sodakian.com) or contact us at 605-673-3222 or by e-mail at [southernhillstactical@gwtc.net](mailto:southernhillstactical@gwtc.net)





# KICKOFF!

Join Black Hills Parks & Forests Association and the Trailhouse for a day of fun, learning, and community building! From 10 am to 3 pm, expert instructors will be offering a preview of their women's outdoor skill classes including outdoor photography, mindfulness & nature journaling, fire building, and more! Lunch is provided in the cost. Join us after for happy hour at the SD Outdoor Shop!

Want to stay the weekend?

The SoDak Base Camp rentals will be available for 20% off our off-peak rate until 4/30/23 for the 2 night stay of Friday 5/12/23-5/14/23

Event could be canceled due to severe weather. Participants will receive a full refund.

REGISTER HERE!



[blackhillsparks.org/news-events/wild-women-coalition-events/](https://blackhillsparks.org/news-events/wild-women-coalition-events/)

**WHEN** SATURDAY, MAY 13<sup>TH</sup>  
10 AM TO 3 PM

**WHERE** THE TRAILHOUSE  
148 GORDON ST  
CUSTER SD 57730

**WHO** WOMEN OVER 12  
PARTICIPANTS UNDER 18 MUST  
BE ACCOMPANIED BY AN ADULT

**COST** NON-MEMBERS: \$60  
BHPFA MEMBERS: \$45

## SCHEDULE OF EVENTS:

**9:30 am-10 am** - Check In

**10am-10:55 am**

Inside: Nature Yoga

Outside: Hiking & the 10 Essentials

**11 am- 11:55 am**

Inside: Nature Journaling & Mindfulness

Outside: Fire Building Basics

**Noon- 1 pm**

Lunch provided by **Custer Beacon**

Make Your Own Trail Mix Bar

**1 pm-3 pm**

Inside: Outdoor Photography

Outside: Understanding the Language of Nature

**3:30 pm-5:00 pm**

Happy Hour at the **SD Outdoor Shop**



BLACK HILLS  
PARKS &  
FORESTS  
ASSOCIATION



Questions? Contact: [bhpf@blackhillsparks.org](mailto:bhpf@blackhillsparks.org)  
**605/745/7020 BlackHillsParks.org**

## VOLUNTEER 2023 Campus Cleanup Day Saturday, May 13, 9 AM - 4 PM



Help us usher in another season of Black Hills Playhouse theatre by volunteering for our annual

Cleanup Day! There are projects for people of all interests: sweeping, dusting, painting, fixing, installing, scrubbing, sawing...the list of fun activities could go on and on.

We will start at the Dining Hall at 9:00 AM for a quick meet & greet. After the coffee and intros, we will promptly split into teams for the day's projects.

will promptly split into teams for the day's projects.

A potluck lunch will start at noon. You are welcome to bring anything you like, and please feel free to jot it down on the sign-up sheet (linked above), Or, if not, just let us know.

We encourage volunteers to bring whatever supplies might make their jobs easier. Certainly doesn't hurt to have extra shovels, cleaning supplies, rakes, gloves, chainsaws & pole pruners, paint brushes & rollers, floor magnets, drills, screws, vacuums, etc.

We have been very fortunate to grow the attendance of this event year after year. Let's keep the ball rolling with your support. Please sign up today! Thank you!

[Click Here To Register For Black Hills Playhouse Clean Up!](#)

Reminder that the follow-up Custer Childcare Collaborative is this coming Monday, May 15 at 1:00 pm in the Pine Room at the Custer County Library. If you are planning on attending, please register [HERE](#). Additionally, please share this invitation with those who you feel would be a valuable addition to the conversation. Looking forward to seeing you there.





**MONDAY, MAY 15**  
1:00 PM IN THE PINE ROOM

# CHILDCARE

COLLABORATIVE

## Part 2: Solutions

COMMUNITY AND BUSINESS LEADERS:  
MAKE MEANINGFUL PROGRESS TOWARD  
ADDRESSING ONE OF CUSTER'S MAJOR  
WORKFORCE ISSUES. JOIN US AT THE  
CUSTER COUNTY LIBRARY FOR THIS  
VALUABLE DISCUSSION.

**SEE YOU THERE!**





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

**This is a One Day Class**

**Saturday May 20th . 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) or contact us at  
605-673-3222 or by e-mail at  
[southernhillstactical@gwtc.net](mailto:southernhillstactical@gwtc.net)



Custer Area Arts Presents:  
**The 2023**

**TICKETS**  
**\$5**  
**AT THE DOOR**



# AIR GUITAR CHAMPIONSHIP

**\$500  
CASH  
PRIZE!**



**SAT. MAY 20 | 7:30 PM**



**US★AIR  
GUITAR**

*An Official US Air Guitar Regional Competition*

**SIGN-UP TO COMPETE AT: [HTTPS://TINYURL.COM/CUSTERAIRGUITAR](https://tinyurl.com/custerairguitar)**

**WINNER ADVANCES TO COMPETE IN THE NATIONAL FINALS!**

**SPECIAL EVENT: NEED HELP CREATING YOUR AIR GUITAR CHARACTER?**

**CREATE-YOUR-CHARACTER EVENT  
SUNDAY MAY 7 | 2:00 PM**



**OLD PINE SOCIAL  
757 MT. RUSHMORE RD. CUSTER**





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

**This is a One Day Class**

**Sunday May 21st. 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) or call the shop at 605-673-3222 or e mail us [southernhillstactical@gwtc.net](mailto:southernhillstactical@gwtc.net)

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





# Hustle for the House



RMHC  
South Dakota

**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**

Hustle Sponsors



Rapid City, Spearfish,  
Sturgis, & Box Elder

Bubble Sponsors



sam's club

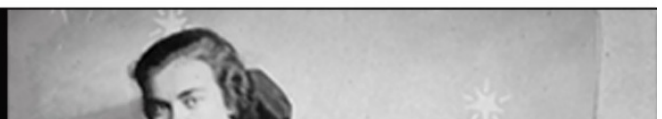


**BYOB!**  
Bring your  
own bubbles!

**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

## 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)

**ANNOUNCEMENTS**

**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 RELEASE**

**4/20/2023**

**First Interstate Custer Area Fund is Accepting Grant Applications**

The First Interstate Custer Area Fund is accepting applications for grants from qualified 501 (C) 3 Organizations in the Custer area thru September 12, 2023. Recipients will be selected and grants funded during the Month of October 2023.

Disbursements by the local board of directors are determined according to the needs of the community. Past disbursements from 1999 to date have totaled \$209,560 and have benefited a variety of local projects, historical organizations, and the arts and humanities.

If your non-profit organization would like to be considered in the disbursement of funds, please complete the First Interstate Custer Area Fund application form and return it to any board member or mail the form to:  
[First Interstate Custer Area Fund, 648 Mt Rushmore Rd, Custer, SD 57730, Attention: Donna Cullum.](#) Completed applications can also be emailed to [Donna.Cullum@fib.com](mailto:Donna.Cullum@fib.com).



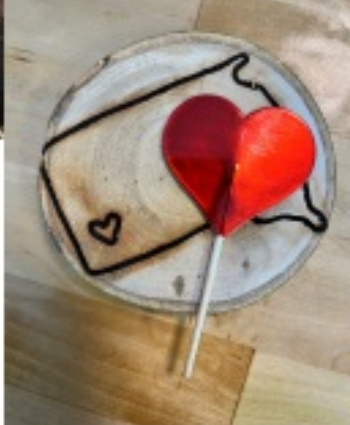
**FIRST  
INTERSTATE  
CUSTER AREA  
FUND**

Grant applications forms are available from any local board member, please call: Jenny Behlings 673- 5436, Don Kraus 673-2072, Curtis Tyler 673-2215, Donna Cullum 673-2215, Nathan Wiederholt 673- 2716, Bobbi Schmidt 605-450-9956, or Misty Fish 673-4848.

The deadline for completed applications for the annual disbursement of funds will be September 12, 2023. The funds will be disbursed during the month of October 2023.







Dakota Greens  
Custer Greenhouses  
& Nursery  
ESTABLISHED 1988

**Custer businesses**

# City Basket Program

Let's paint the town: Beach sunrise this year!  
It is time to get on the list for the 2023 city baskets

Sign up by May 15th - 605.673.2510  
[dakotagreensofcuster@live.com](mailto:dakotagreensofcuster@live.com)



**NEW**



**WE CARRY MOTORCYCLE GEAR**

-LEATHER VESTS & JACKETS-  
-RIDING GLOVES-  
-HATS & JACKET

# NEW HOURS

MONDAY - SUNDAY  
10AM - 8PM

507 MT RUSHMORE RD. CUSTER, SD

-HATS & WALLETS-  
-RIDING PURSES-



507 MT RUSHMORE RD. CUSTER, SD







# Mother's Day Sale

**10-50% OFF STOREWIDE**

**SALE RUNS THROUGH 5/14**

**BLACK HILLS GOLD**

**25% OFF**

**PURSES**

**20% OFF**

**BOUTIQUE &  
MAN CAVE**

**10% OFF**

**SELECT  
CLOTHING**

**15-20% OFF**



**507 MT. RUSHMORE RD. CUSTER, SD**



**GOOD KARMA  
JEWELRY**

Custer, SD





## NEWS FROM THE STATE



**FOR IMMEDIATE RELEASE:** Thurs., May 4, 2023

**CONTACT:** [Katlyn Svendsen](#), Global Media & Public Relations Director, South Dakota Department of Tourism, 605-773-3301

### South Dakota Attractions Honored as "Best of the Midwest"

PIERRE, S.D. – Two South Dakota locations have made *Midwest Living* magazine's third annual "Best of the Midwest" list.

Badlands National Park was named "Best National Park," and Hotel Alex Johnson in Rapid City was named "Best Historic Hotel."

*Midwest Living* magazine releases a special "Best of the Midwest" travel issue to celebrate the places that make the Midwest region so rich, promoting the locations and awards online and on their social media platforms.

"Badlands National Park and the Hotel Alex Johnson are beloved by South Dakotans and visitors alike, and it is an honor for them

Badlands National Park and the Hotel Alex Johnson are beloved by South Dakotans and visitors alike, and it is an honor for them to be recognized by the well-known and respected *Midwest Living* magazine in this capacity," said James Hagen, Secretary of Travel South Dakota.

*Midwest Living* magazine is a women's lifestyle, cooking and home magazinewhich features recipes, DIY projects, and Midwest travel inspiration.

For more information and to see all award winners, visit [MidwestLiving.com](https://MidwestLiving.com).

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

Media Notes: Photos of the issue can be found [here](#).

## PRESS RELEASES



-National Park Service  
U.S. Department of the Interior

Jewel Cave  
National Monument

11149 US Hwy 16  
Building B12  
Custer, SD 57730  
605-673-8300 phone  
605-673-8397 fax

### Jewel Cave National Monument News Release

Release Date: **May 4, 2023**

For Immediate Release

Contact: Aimee Murillo / Chief of Interpretation / [aimee\\_murillo@nps.gov](mailto:aimee_murillo@nps.gov)

### Jewel Cave Announces Hours for Summer Season

CUSTER, SD – Jewel Cave National Monument is changing its operations to prepare for visitors this summer season beginning Sunday, May 21. The visitor center will be open every day from 8:00 a.m. to 5:30 p.m. with cave tours at scheduled times. These hours will continue until Labor Day. On Tuesday, September 5 the visitor center will change its hours to 8:30 a.m. to 4:30 p.m. until October 28. Jewel Cave's Historic Lantern Tours and Wild Caving Tours will begin for the season on Sunday, June 4. The park plans to offer the Historic Lantern Tours daily until Labor Day as staffing allows, and the Wild Caving Tour on Saturdays through mid-August. The monument will also continue to offer the popular Scenic and Discovery Tours. All tours will be available to book in advance on [Recreation.gov](https://Recreation.gov), with limited walk-up tours for the Scenic, Discovery and Historic Lanterns Tours being available if staffing allows. Wild Caving Tours will only be available to reserve on recreation.gov. The monument also partners with the Black Hills Parks and Forests Association, which operates a Park Store inside the visitor center. The store will be open on the same schedule as the visitor center and provides visitors with multiple products and services to complement their visit. Details and updates on park operations will continue to be posted at [www.nps.gov/jeca](https://www.nps.gov/jeca), as well as on social media through Facebook at [www.facebook.com/JewelCaveNPS/](https://www.facebook.com/JewelCaveNPS/) and Instagram at



Supporting  
**Wonder and Exploration**  
since 1946

*New Jewel Cave National Monument Book Wins National Award  
For Immediate Release*

Contact: Patty Ressler, [pressler@blackhillsparks.org](mailto:pressler@blackhillsparks.org)

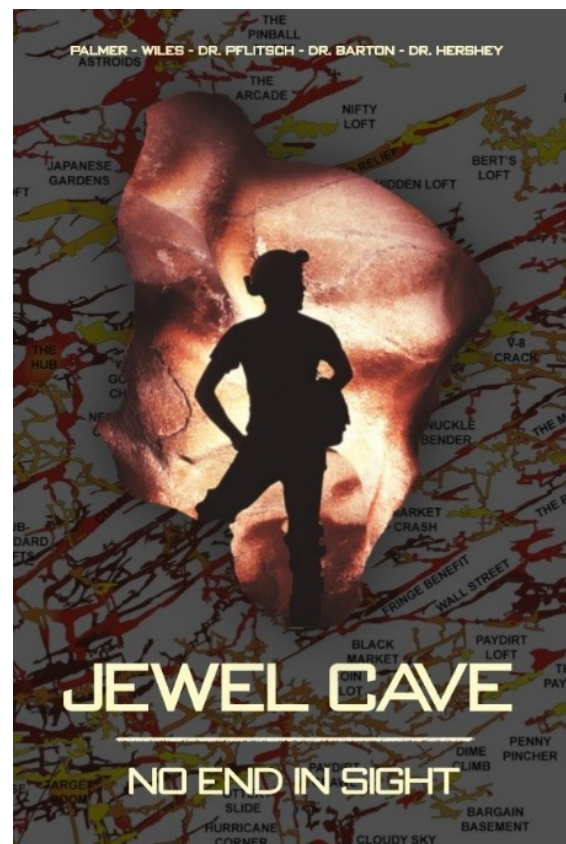
Black Hills Parks & Forests Association (BHPFA) and Jewel Cave National Monument are pleased to announce the new publication "*Jewel Cave: No End in Sight*" won a publication of the year award. This prestigious honor comes from the Public Lands Alliance, a national organization representing nonprofit partners of America's public lands.

"This book has been a passion project; over two years in the making," said Joanna Marshaus, designer of "*Jewel Cave: No End in Sight*." This is the first significant publication produced 100% in-house by BHPFA staff, and it showcases their ability to design and create high-quality products. "We are so honored to have this book be chosen as publication of the year", states Patty Ressler, BHPFA Executive Director. "Other nominees included publications from larger organizations whose partners see millions of visitors versus our organization whose partners see thousands of visitors. The entire BHPFA team should be so proud of the high quality publication they produced."

At over 217 miles, Jewel Cave is one of the longest caves in the world. This book tells the geologic story of Jewel Cave in simple enough terms anyone can understand, but is technical enough to be of interest to professionals. Informative tables, charts, and photography from some of the most remote places in the world make this book an excellent addition to any library, and a must read for anyone interested in caves or geology.

"*Jewel Cave: No End in Sight*" is available for purchase at Jewel Cave National Monument and online at [www.blackhillsparks.org/shop](http://www.blackhillsparks.org/shop) for \$19.99.

BHPFA is an official non-profit partner of the National Park Service and USDA Forest Service, with the mission to support wonder and exploration through stewardship of your public lands. This year, BHPFA is providing \$83,000 to their partners for educational materials and programs.



front cover







*Black Hills Parks & Forests Association's 2<sup>nd</sup> Virtual Fundraise, the South Dakota Centennial Trail Challenge will begin May 29.*

*For Immediate Release*

*Contact: Brad Keizer, Black Hills Parks & Forests Association  
bkeizer@blackhillsparks.org*

Join Black Hills Parks & Forests Association (BHPFA) for a virtual fundraiser, the *South Dakota Centennial Trail Hike Challenge*. Between Memorial Day, May 29, 2023 and Labor Day, September 4, 2023, BHPFA is encouraging public land supporters from around the country to virtually travel the length of the South Dakota Centennial Trail from Wind Cave National Park to Bear Butte State Park. Participants can earn miles by self-supported, non-motorized activities like running, hiking, walking, and swimming from anywhere they choose. After completing an activity, participants can upload their mileage to the challenge's website, where their progress is tracked along an interactive map of the Centennial Trail.



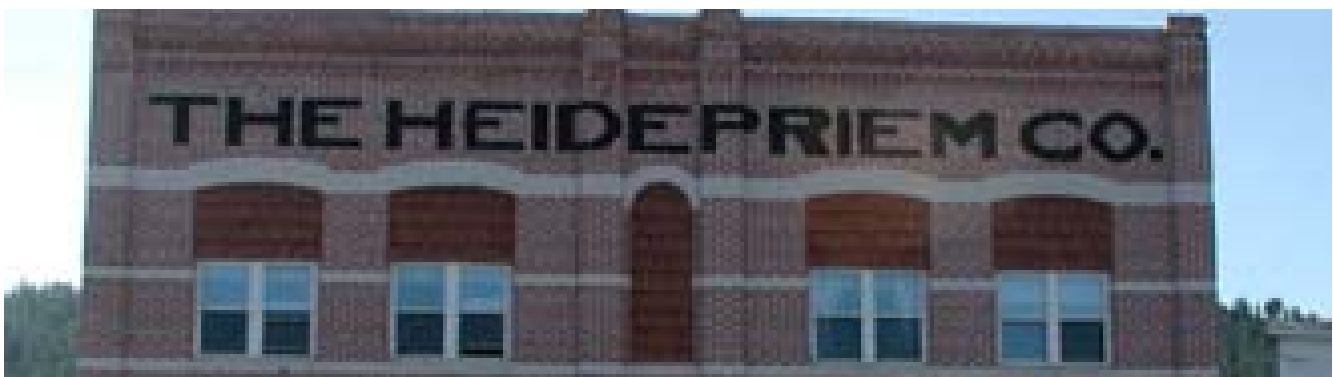
“We want to inspire folks to spend time outside, explore public lands, and embrace physical activity! This will be a fun and interactive event, we encourage participants to sign their friends and family up and challenge each other!” says Executive Director Patty Ressler.

Registration is required to take a part in this virtual event and will open May13. The cost is \$25 for BHPFA members and \$55 for non-members and includes an event sticker & patch. Non-members will receive a complimentary membership. If you are currently a member, there will be an early bird, members only registration, beginning May 1. This fundraiser supports BHPFA's non-profit mission of supporting interpretive programs, educational activities and research efforts to protect and preserve the cultural and natural resources of the Black Hills and Nebraska. Thank you to the generous sponsors who are helping make this event possible. **To learn more and to register visit:** <https://blackhillsparks.org/south-dakota-centennial-trail-hike-challenge/>

BHPFA is an official non-profit partner of the National Park Service and USDA Forest Service, with the mission to support wonder and exploration through stewardship of your public lands. This year, BHPFA is providing \$83,000 to their partners for educational materials and programs.

. For more information about Black Hills Parks & Forests Association, check out the website at [www.blackhillsparks.org](http://www.blackhillsparks.org) or call 605-745-7020.

Photo Caption: Participants will receive an event sticker & patch as part of registration with this bison logo.





# Custer Senior Center

May Schedule

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



## WEEKLY INSPIRATION





## HELP WANTED

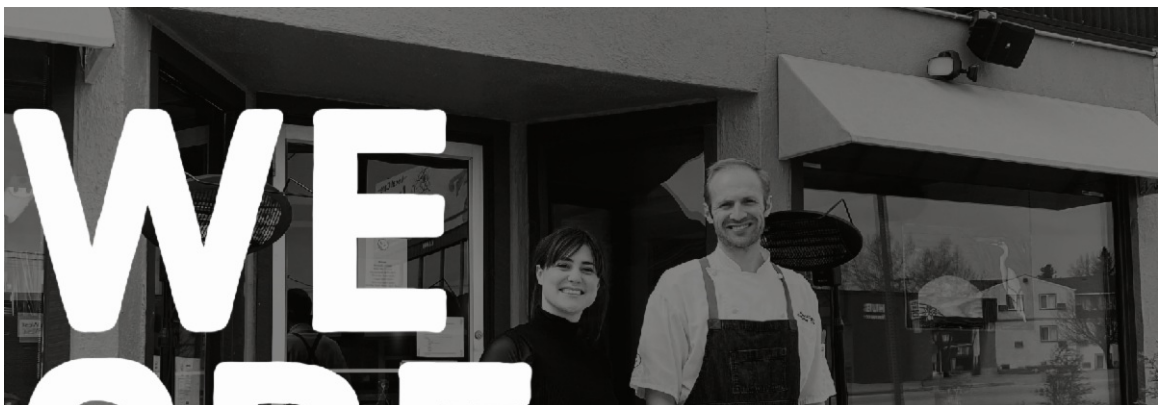
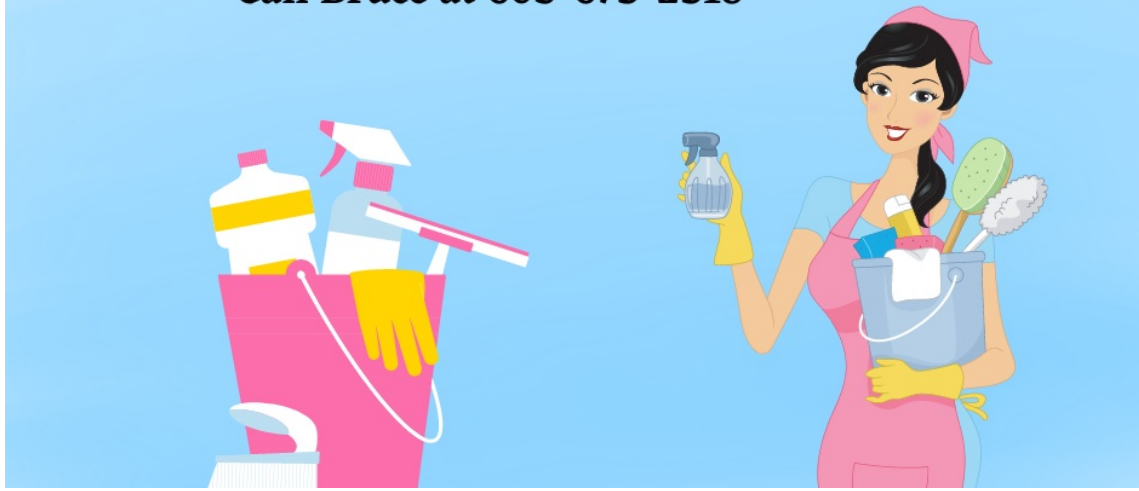
### CHIEF MOTEL

Hiring Housekeepers for 2023 Season.





**Excellent pay plus end of season bonus!**  
**Call Bruce at 605-673-2318**





# 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](#)

