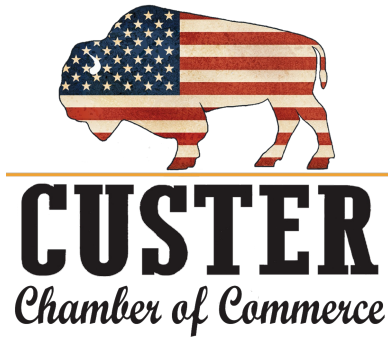


# Buffalo Bytes



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

Not a Retail Biz? You Can Still Be a Strong Part of Small Business Season

The holiday season is upon us, and 'tis the season for shopping! As a small business owner, you might think that participating in the "Shop Local" movement or Small Business Season is reserved for retail and restaurant establishments. That's not the case!

Small businesses from every sector can actively join in on Small Business Season, which begins November 1 and goes through the end of the year. This initiative creates a vibrant, supportive local economy and helps businesses like yours reap the benefits of increased visibility and customer loyalty.

So let's explore a few creative ways for non-retail or food industry businesses to participate in Small Business Season and have the best holiday season ever.



## Collaborate with Retailers

One of the most effective ways to be a part of Small Business Season as a non-retail business is by collaborating with local retailers. It can be a lot of fun, introduce you to new audiences, and create opportunities for further collaborations in the future. For example, if you run a local grocery store, partner with a retailer that sells cookware and promote a holiday cooking demo. By working together, you both strengthen your ties with the community and increase your visibility.

## Offer Exclusive Discounts or Packages

While you may not be selling products, you can still create exclusive holiday offers or packages for local customers. For instance, if you're a law firm, you can provide a discounted consultation for individuals or businesses in your area. This not only encourages people to use your services but also shows your commitment to the community.

Plus, if you tie it into something that is completely irrelevant to what you do but a part of the holiday season like a special “Pumpkin Spice Consultation” or a “Have family in town for the holidays? Need to make last-minute changes to your will because of the way they’re acting? We’ve got you covered.”

## Sponsor Local Events

Another way to engage in Small Business Season is to sponsor local holiday events through the Chamber and other high-profile organizations. Ideas include the annual tree lighting ceremony, Christmas Cash, or even a the Community Christmas Cash program or the Christmas Scavenger Hunt. By sponsoring these events or contests, you show your support for the local community and gain valuable exposure among the event attendees.

## Decorate Your Business

Get into the holiday spirit by decorating your business. Even if you're a B2B company or a service provider, a festive atmosphere can help your employees and clients get into the holiday mood. Consider hosting a small holiday party for your clients and associates to celebrate the season.

## Create Local Gift Guides

Regardless of your industry, you can create local gift guides that highlight the products or services of local retailers. Share these guides on your website, through social media, or via email newsletters. It not only supports your local business community but also positions you as a resource for holiday shoppers.

## Partner with Charities and Nonprofits

The holidays are a time for giving, and small businesses can show their community spirit by partnering with local charities. Consider organizing food drives, toy drives, or fundraising events to support those in need during the holiday season. Some businesses with good locations set up a “giving tree” where the needs of the community are sponsored by an individual or company that takes a tag and promises to satisfy the need listed on the tag. This not only fosters goodwill but also demonstrates your commitment to your area.

## Highlight Local Success Stories

Use your platform to showcase local success stories. Bonus points if those success stories feature your clients. Post interviews or profiles of local business owners, artists, or community leaders. This not only supports local talent but also positions your business as an advocate for the community.

## Engage on Social Media

Stay active on social media platforms during the holiday season. Share and engage with content from local businesses and use relevant hashtags to join the #SmallBusinessSeason conversation. Encourage your followers to do the same.

Participating in Small Business Season during the holidays is not exclusive to retail businesses. As a non-retail small business, you can play a significant role in fostering a strong sense of community, supporting the local economy, and strengthening your own business in the process.

By collaborating and participating in these activities, you can make a meaningful contribution to the holiday season's spirit of giving and community support.

This Small Business Season let's all join hands and shop local and small to build a stronger, more vibrant community.



**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)

Holly Voges

Information Associate

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

Connie Morgan

Information Associate

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



# CUSTER

Chamber of Commerce

*We are now accepting nominations of  
positive, enthusiastic and involved  
individuals for the  
Custer Area Chamber of Commerce  
Board of Directors*

If you would like to nominate an individual, please  
complete the Nomination Form attached below.

[Printable Nomination Form](#)

If you haven't had a chance to get your 2024 membership renewal paid, time is running out. If we don't have payment by November 15th your business unfortunately will not be able to be printed in the Custer Magazine or the Southern Hills Vacation Guide. We don't want you to miss out on the great advertisement! Hurry in soon!





# TIME IS RUNNING OUT!



Important information about the upcoming construction on SD Hwy 385:



## Project Presentation

U.S. Highway 385 | Lawrence-Pennington County Line to Sheridan Lake (Calumet Road)



For more information

To have things added to Buffalo Bytes, please send to Jamie: [jdean@custersd.com](mailto:jdean@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

# November 16

Chamber Mixer

5pm-7pm

Custer Beacon

# November 24-December 15

Community Christmas Cash

Custer and Hill City businesses

# December 2

Christmas Parade

5:30pm

Mt Rushmore Rd

# December 2-8

Christmas Scavenger Hunt

Downtown Custer

## WEEKLY HUMOR





## CHAMBER HAPPENINGS



FREE

• • • • •

# FREE MEMBERSHIP MARKETING MEETING



**THURSDAY**  
**9 NOVEMBER**



**TIME**  
**10:00 AM**



**CRAZY HORSE  
MONUMENT**

EVERGREEN MEDIA  
&  
THE CUSTER CHAMBER



**CUSTER**  
*Chamber of Commerce*



[Get signed up here!](#)



## 16th Annual







10th Annual



# Stuff-A-Truck

## FOOD DRIVE

### FOOD DONATIONS NEEDED:

Canned cranberries

Canned fruit

Cake mix

Tubs of frosting

Large boxes of jello

Stuffing mix

Instant potatoes

Canned vegetables

**Bring donations to the Custer Chamber  
by Thursday, November 16th.**

**The efforts of everyone will help stock the Custer Food  
Pantry and supply supplies for Christmas food baskets.**



# Chamber Mixer





# **Chamber Mixer**



**CUSTER**  
Chamber of Commerce

**November 16**

**5 p.m. - 7 p.m.**

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



**Located at The Custer Beacon**

**351 Washington St**

**Attention**

# Custer & Hill City Chamber Members

Sign up **TODAY** to participate in the  
Community Christmas Cash Drawings.

Please decorate and put your Christmas Cash  
boxes out **on or before November 24**. The Hill  
City & Custer Chambers will collect the slips  
weekly, call the winners and distribute the prizes.

**1st Drawing Dec 1st**

**2nd Drawing Dec 8th**

**3rd Drawing Dec 15th**

Make sure people put their name and phone number on the slips.



To participate contact the Custer Chamber 605-673-2244  
or via email, [dmurray@custersd.com](mailto:dmurray@custersd.com)

Or

Hill City Chamber 605-574-2368  
or via email, [director@hillcitysd.com](mailto:director@hillcitysd.com)  
**By November 13, 2023**



**HILL CITY**  
HEART OF THE BLACK HILLS

More Information

Get signed up to participate

## MEMBER SPOTLIGHT

To have your business featured in our Member Spotlight, please contact Jamie Dean at [jdean@custersd.com](mailto:jdean@custersd.com)



**Thank you**  
**for renewing your**  
**Chamber Membership**

"Dave's World Tours" & Shuttle Services

1880 Train

1881 Custer

1881 Courthouse Museum  
21 Electric, LLC  
A Walk in the Woods  
Acupuncture 4 Health  
Adventure Rentals  
Aflac- Carol Perrigo  
Al Cornella Refrigeration  
Alpha Builders, LLC  
Altitude Gifts & Sweet Shoppe  
American Family Insurance-Ronni Calvird Agency  
American Legion Post #46  
Ameriprise Financial  
Art Expressions of Custer  
Aspen+Pine Realty  
Baker's Bakery & Café Inc  
Barmore Enterprises  
Bear Country USA, Inc  
Beaver Lake Campground  
Beecher Rock Vehicle Storage  
Begging Burro Mexican Bistro and Tequila Bar  
Big Pine Campground  
Bill & Linda Young  
Black Hills Aerial Adventures  
Black Hills Area Community Foundation  
Black Hills Balloons  
Black Hills Burger & Bun Co  
Black Hills Chemical & Janitorial  
Black Hills Electric Cooperative, Inc  
Black Hills Energy  
Black Hills Federal Credit Union  
Black Hills Parks & Forests Association  
Black Hills Playhouse  
Black Hills Power Bikes Rentals & Boutique  
Black Hills Reptile Gardens  
Black Hills Towing  
Blind Guy Custom Window Covering  
Body of Christ Ministry  
Bradeen Real Estate and Auctions, Inc.  
Branch Construction Services, LLC  
Buffalo Ridge Camp Resort  
Buglin' Bull  
Busy Ewe Farm & Fiber  
Calamity Jane Coffee House & Mercantile  
Calamity Peak Lodge  
Camp Bob Marshall  
Carson Drug  
Certified Folder  
Chalet Motel  
Chamberlain McColley's Funeral Home  
Chapel in the Hills  
Charley and Norma Najacht  
  
Chief Motel  
Christy chamberlain & Bob Reich  
City of Custer



Claw Antler and Hide, Inc  
Coca-Cola Bottling Co  
Common Cents  
Craig Hindle Construction  
Crazy Horse Memorial  
Custer Ace Hardware  
Custer Ambulance Service, Inc  
Custer Area Arts Council  
Custer Car & Pet Wash  
Custer Chiropractic, PC  
Custer City Masonic Lodge #66  
Custer County Airport  
Custer County Candy Co  
Custer County Chronicle  
Custer County Conservation District  
Custer County Democratic Party  
Custer County Library Foundation  
Custer County Republicans  
Custer Dental Studio  
Custer Do It Best Hardware  
Custer Golf Corp/Rocky Knolls Golf Course  
Custer Heating and Air Conditioning, Inc  
Custer Hospitality (Super 8, Econlodges, Best Western, Comfort Inn, Holiday Inn Express)  
Custer Lions Club  
Custer Lutheran Fellowship  
Custer Mountain Cabins & Campground  
Custer Mt Rushmore KOA  
Custer Mt Rushmore KOA  
Custer Rotary  
Custer Senior Center  
Custer State Farm  
Custer's Gulch RV Park & Campground  
Dacotah Bank  
Dakota Dream Bed & Breakfast & Horse Hotel  
Dakota Greens - Custer Greenhouses & Nursery, Inc.  
Days Inn  
Deep Creek Gallery  
Diamond Spur Events Center  
Diane's Custer Vacation Rentals  
Double Diamond Ranch  
Eagles Landing Lodge  
Edward Jones- Mark Koch  
Edward Jones-Kris Zerbe Office  
Elk Haven Vacation Cabins  
EO Bungalows  
Evergreen Media  
Faith Lewis Real Estate Inc  
Feel Good Hospitality (Bavarian Inn, Feel Good Café)  
First Choice Lock and Key  
First Interstate Bank  
Floors and More Cleaning and Restoration  
Four Mile Old West Town and Campground  
Fred & Wendy Hlava  
Freedom Hills Wealth Management  
Freeman's Electric Service, Inc

Freeman's Electric Service, Inc  
French Creek RV Park  
French Creek Supply, Inc  
French Creek Tree Fellers, LLC  
Frenchy's Hideaways  
Frontier Photo  
Garland Goff, Attorney at Law, LLC  
George Mickelson Trail  
Gold Camp Cabins LLC  
Gold Pan  
Golden West Telecommunications  
Good Karma Jewelry  
Green Owl Media & Photography  
Grizzly Gulch Adventure Golf  
H & R Block  
Harney Peak Chapter of DAR  
Heather's Top-Notch Cleaning  
Hidden Lake Campground  
High Mountain Outfitters  
Highmark Credit Union  
Hill's Inn  
Hillside Handyman  
Hjem AM  
Home Slice Media Group  
Horatio's Homemade Ice Cream  
Hounds Pugs and Hugs  
Jackie Hartwick  
JAM Heating and Cooling  
Jenny's Floral  
Jewel Cave National Monument  
Jim Frank & Colleen Hennessy  
John & Diana Carson  
Jon G Gindhart, DC, PC  
Jorgenson Log Homes Inc  
K & S Stagecoach Stop  
K2 Masonry & Concrete  
Ketel Thorstenson, LLP  
Kieffer Sanitation  
Kitchens by Karla  
Kleemann House  
Lampert Properties  
Lasting Impressions Unlimited Inc (LIU)  
Laurie Arthur, Inc  
Lee, Patti & Jim  
LFC Veterinary Services  
Life Weavings Expressions  
Lifeways Inc  
Living Outreach Church  
LJ's Recovery & Transport  
Lynn's Dakotamart, Inc  
Maria's Mexican LLC  
McDonald Chiropractic  
McGas LLC  
Mickelson Trail Affiliates, LLC  
Miner's Cup



Moccasin Springs, LLC  
Mount Rushmore National Memorial  
Mountainview Baptist Church  
Mt Rushmore Brewing Company  
Murray Auto Repair LLC  
Naomi Haraldson  
NARFE  
Nelson's Oil and Gas  
New Trails Ministry Inc  
Nielsen Enterprises, LLC  
NXTLAW PC  
Old Pine Social  
Operation Black Hills Cabins  
Our Place  
Our Redeemer Lutheran Church  
Outlaw Ranch  
Pacer Minerals, LLC  
Pine Rest Cabins  
Pizza Mill  
Pleasant Valley Farm & Cabins  
Prairie Hills Transit  
Premier Family Eyecare  
Purple Pie Place  
Rabbit Bicycle Rental & Repair  
Regency CSP Resorts (*State Park Game Lodge, Sylvan Lake Lodge, Legion Lake Lodge, Blue Bell Lodge, Blue Bell Trail Rides and Buffalo Jeep Safari Tours and Rockcrest*)  
Road Runner, Inc  
Rock Solid  
Rocket Motel  
Rockin R Rides, Inc  
Ronald McDonald House Charities  
Rose Haven Senior Living  
Rush Mountain Adventure Park  
Rushmore Photo & Gifts, Inc  
Sander Sanitation Service  
Sentinel Federal Credit Union  
Servall Uniforms & Linens  
Sew What?  
Shady Rest Motel  
Shepherd of the Hills Lutheran Church  
Signs Now  
Simon Contractors of SD, Inc  
Skogen Kitchen  
Sousleys HillBilly Barbeque and Catering  
South Dakota Outdoor Shop  
Southern Hills Animal Clinic  
Southern Hills Family Medicine  
Southern Hills Law, PLLC  
Southern Hills Screen Printing  
Southern Hills Tactical, LLC  
Southern Hills Title, Inc  
Spokane Creek Cabins & Camp  
Sprockets Fun Foundry  
Star Ridge Advertisement

Starr Insurance  
Steele Collision and Glass  
Steve and Yolanda Davis  
Stockade Lake Cabins  
Stone Décor and Supply  
Studt Construction, Inc  
Subway  
Sunset RV Park  
Sunshine Storage  
Sylvan Rocks Climbing School and Guide Service  
Tallgrass Landscape Architecture, LLC  
Tanglewood Estate  
Tennyson Investments  
The Blind Guy of the Black Hills, LLC  
The Church at Custer  
The Cruisin' Canvas  
The Custer Beacon  
The Custer Wolf  
The Mammoth Site  
The Quilted Buffalo  
Thomas Home Improvement  
Travel Custer  
Under Canvas, Inc  
United States Forest Service Supervisor's Office- BH National Forest  
United Way of the Black Hills  
US Flagpole Guy of the Black Hills  
Valhalla Legal, PLLC  
VFW Post 3442  
Vineyard Black Hills  
Western Skies Real Estate  
Wicked Espresso/ Little Wicked Inn  
Wind Cave National Park  
Windsong Valley Gardens  
Workplace Disability Network of the Black Hills  
World Fossil Finders Museum  
Xanterra, Mt Rushmore  
YMCA of Custer  
Zonta Club of the Southern Black Hills



# Welcome

## New Members

Black Hills Candles  
Black Hills Family Vacations  
Hillcrest HVAC and Appliance Pros  
Reed's Chimney Sweeping, Handyman & Caretaking  
Jubilee J Photography  
Willow Creek Child Care  
Broken Boot Dispensary  
Growing Roots, Inc  
Homestead Carpet Care  
Lenny Merriam CPA, CFE, PLLC  
PDQ Construction Inc  
Homeopathic Clinic of the Black Hills  
Stage Stop Trading Post  
Custer's Last Stop  
Peaceful Meadows  
TC Horsecamp LLC  
Tegan Franz Photography  
Mile High Garden Club

## AREA EVENTS



## Select-A-Gift



# Benefit Concert

## Silent Auction 5:30-7:30

Paul Horsted's Newest Book

Gift cards & Baskets from:

BH Balloons Mary Kay Allure Spa  
Bath & Body Works Sprockets Gold Pan  
Buglin' Bull Custer Wolf Calamity Jane's  
1880 Train Bear Country Baker's Bakery  
Pizza Mill Pizza Hut Our Place  
and **Much More!**

## Live Auction 7:00 pm

Dave's World Wine & Brewery Tour  
Rocky Knolls 18 Holes of Golf  
Mark Nielsen Load of Gravel  
Western Horizons Balloon Rides  
BH Aerial Adventures Helicopter Rides  
Two nights in a Base Camp VRBO  
Sylvan Rocks 4 hours climbing for Two  
Dahl Chainsaw Art Carved Bear  
and **SO MUCH MORE!**

## Door Prizes!

## Entertainment!!

### **5:30 Magic by Phil Heckman**

Sponsored by "Magic" of  
Jenny's Floral

### **6:00 – 7:00 String Tied**

Sponsored by Tallgrass Landscape  
Architecture

### **7:00 – 8:00 LIVE AUCTION**

**Auctioneer: Heath Lowry**

### **8:00 - ?? Jimmy Ray & The Stingers**

Sponsored by Maxey, Sugar,  
and Mr Potter

**November 4, 2023**

**5:30 – 9:30pm @ The Custer Beacon**



\$10 Suggested Entry Donation (kids under 16 are free). All proceeds go toward  
Christmas gifts for lower-income residents of Custer County.



This is a One day Class

Saturday November 11 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)

You may also contact us at 605-673-3222 or by email at [southernhillstactical@gwtc.net](mailto:southernhillstactical@gwtc.net)

# Fall CENTERPIECE CLASS

Wednesday  
NOV. 15, 5:30P

Thursday  
NOV. 16, 5:30P



Saturday  
NOV. 18, 1:00P

Monday  
NOV. 20, 5:30P

Call 673-3549 to  
reserve your spot!





# LEGION AUXILARY MEETING



**BECOME A MEMBER**

Who: male and female spouses, grandmothers, mothers, sisters, and direct and adopted female descendants of military members who served honorably.

Why: support veterans, military, and their families. Help to advance the mission of The American Legion. Scholarships, girls state, promote youth and support community



**MONDAY, NOVEMBER 20, 2023**

**5:30 PM**

Post 46 Meeting Room located at  
527 Montgomery Street, Custer, SD.



605-673-2244

**REGISTER NOW**



dawnmurray68@gmail.com

*Garden Club Annual Christmas Wreath Fund Raiser*

## *WREATH*

One size only

\$25.00



## *SWAG SHORT SWAG LONG*

Horizontal

5-6 feet

\$25.00

\$80.00



## *CHARM*

vertical

\$25.00

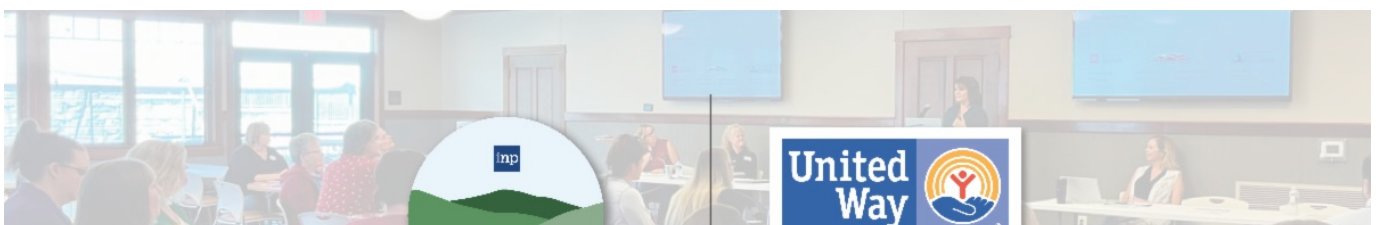
To order call: 605-673-1901

or contact a Garden Club Member you may know.

\*Orders must be received before Nov. 15th

\*Pick-up or delivery by Nov. 22nd

*Funds support Custer Library for gardening programs and resource material, scholarships, area gardening projects at Black Hills Playhouse and Custer Museum, County Fair Horticulture program, Gold Discovery Days Flower Show, & Summer Garden Tour*





*Nonprofit Connections is a **FREE** workshop series created to support and help you build connections in the Black Hills area while you learn ways to improve your organization from subject experts.*

## FREE Grantwriting Workshop!

### Unlocking the Secrets to Successful Grant Writing

Join us for an informative workshop designed to transform your grant writing skills! Whether you are an experienced nonprofit professional seeking to refine your abilities or just starting out, this workshop is for you.

During this session, we will empower you with the knowledge and tools to craft compelling grant applications that effectively showcase your organization's work. Learn how to articulate your mission with clarity and passion, demonstrating your ability to be an exemplary steward of grant funds.

In addition, learn invaluable insights from United Way of the Black Hills, providing a unique perspective from the funders themselves.

#### Northern Hills



**Nov. 3**

Deadwood History

11 AM - 2 PM

*Lunch provided*

#### Rapid City



**Nov. 10**

Mount Rushmore Society

11 AM - 2 PM

*Lunch provided*

#### Southern Hills



**Nov. 17**

Custer County Library

11 AM - 2 PM

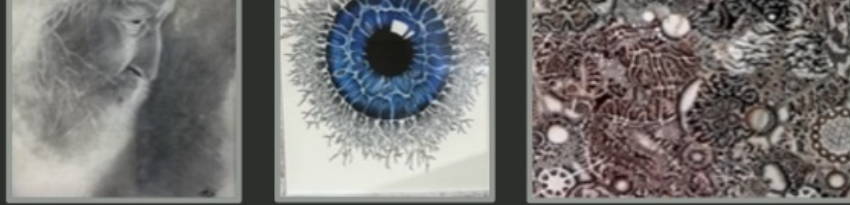
*Lunch provided*

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*Delivered by INP and generously sponsored by United Way of the Black Hills.*

**For more information & to register visit:**  
**[www.innovnp.com/npc-blackhills](http://www.innovnp.com/npc-blackhills)**





Custer County Courthouse Art Gallery

420 Mount Rushmore Road, second floor

Through January 1, 2024

**Showcasing Custer County Courthouse  
employees and family members.**

Endorsed by Custer Area Arts Council.



## ANNOUNCEMENTS

11TH ANNUAL BURNING BEETLE

# VARIETY Show!



Showcase your beetle and enviroment themed act!

3:30-5:00p

**Saturday, January 20, 2024**



CUSTER HIGH SCHOOL



605-440-1405



[hankfridell@gmail.com](mailto:hankfridell@gmail.com)

## Call for Burning Beetle Variety Show Performers

We are recruiting Variety Show performers for our **11th Annual Burning Beetle** event, **Saturday, January 20, 2024** in Custer, South Dakota!

The day's events include:

- 3:30-5:00 Burning Beetle Variety Show at the High School Theatre
- 5:15 March with torches to Pageant Hill
- 5:30 Burn the Beetle! Fireworks! At Pageant Hill
- 6:00-- Bug Crawl in Custer with music at several restaurants and bars



For the **Variety Show** we hope to feature beetle and environment themed acts as well as talented performers from our area. Original songs, music, dance, readings, air guitar, magic, gymnastics, skits, trick dogs, juggling.... we welcome your special talent! If you know of someone who needs to showcase their talents—either talk to them about the Variety Show or contact us and we'll make the contact. We want the show to have lots of variety, to move right along and be fun! We will be limiting acts to about 5 minutes each. We hope you'll consider joining us for a great event!

[Sign-up Flier](#)

**SOUTH DAKOTA RETAILERS ASSOCIATION**

HOSPITALITY • RETAIL • TRADES



## South Dakota Minimum Wage Increases January 1

Effective January 1, 2024, South Dakota's minimum wage for non-tipped employees will be **\$11.20 per hour**, up from \$10.80 per hour in calendar year 2023.

For tipped employees, the hourly minimum wage for calendar year 2024 will be no less than **\$5.60 per hour**, up from \$5.40 in calendar year 2023.

The changes were posted today on the South Dakota Department of Labor and Regulation (DLR) website.

The state's minimum wage is adjusted annually as a result of an initiated measure approved by South Dakota voters in 2014. Increases in the state minimum wage rate are based on the national cost of living index. State law requires the rate to be rounded up to the nearest five cents. With limited exceptions, South Dakota's minimum wage applies regardless of the age of the employee, the number of hours worked each week, or length of employment.

For more information, visit the [DLR website](#).

No need for  
advance  
registration!

# TODDLERS & PARENTS FROLICKING FUN WIGGLES & GIGGLES

Join other parents and their tots to enjoy some fun time at the Y playing, laughing and meeting new friends. Wiggles & Giggles is the "place to be" for toddlers and preschoolers. Your child will have a blast and meet other kids...and you'll meet other parents. Tumbling equipment, balls & age appropriate activities!

**Parent's are required to remain on site with their child.  
This is an unguided program.**

**WHO:** Toddlers 1-4 years old  
**WHEN:** **WEDNESDAY & SATURDAY**  
**WHEN:** November 1, 4, 8, 11, 15, 18, 22, 25, 29  
**WHEN:** December 2, 6, 9, 13, 16, 20, 23, 27, 30  
**TIME:** 10:30 – 11:30 am  
**FEE:** **FREE - YMCA MEMBERS**  
**FEE:** **\$5 FAMILY - PARTICIPANTS**  
**LOCATION:** CUSTER YMCA  
644 Crook St  
Custer SD 57730  
605-673-5134  
<https://rcymca.org>  
(Custer Tab)

For more information contact: [Connie@rcymca.org](mailto:Connie@rcymca.org)



# SD DEMS

# Monthly Meeting

Tuesday, November 7<sup>th</sup>, 2023  
*11:30 am*

Custer County Library - *Pine Room*  
447 Crook St

*Meet your fellow Custer County Democrats.*

*Bring a lunch and join us each month!*



## Custer County Republicans

The Custer County Republicans will meet Tuesday, November 7 at 5:30pm, in the Pine Room at the Custer County Library Annex. Our speakers this month will be Assistant Attorney General Steve Blair to give an overview of the SD Constitutional Amendment process. Also, Tanya Olson of Tallgrass Landscape

Architecture will be sharing some information about the development of the Custer Community Campus. Our meetings are open to any interested parties, and all Custer County Republicans are encouraged to attend.

Please RSVP to [CRepubs@goldenwest.net](mailto:CRepubs@goldenwest.net) to get a headcount for food.

Check us out on Facebook at CusterCountySDRepublicans.



Open Bluegrass Jam





# EVERY WEDNESDAY

## 6:30p - 8:30p

Beginning October 4th! See you there!

all acoustic instruments welcome!



CUSTER AREA ARTS COUNCIL



SHEJUMPS & BHPFA HOST  
**WINTER FILM SERIES**  
PRECIOUS LEADER WOMEN

**NOVEMBER 25TH**  
**3:30PM - 5:30PM**  
**THE CUSTER BEACON**

FIRST FILM SHOWING: PRECIOUS LEADER WOMAN

ALL AGES WELCOME!  
TICKETS: \$5 PER PERSON



REGISTER HERE!

## PRECIOUS LEADER WOMAN



A KIDDO ORIGINAL FILMS production in association with TELUS ORIGINALS  
DIRECTED BY CASSE DE COLLING PRODUCED BY REINHARDT LEO HOORN  
PRODUCED BY HARLEY MOHN & MACK STANNARD  
EDITED BY DAROTA MORTON MUSIC BY MATTHEW CARDINAL  
WRITTEN BY SPENCER O'BRIEN & ELLE MALIA TAILFEATHERS  
DIRECTOR OF PHOTOGRAPHY LEAH NELSON & MICHAEL GRAND  
CASTING BY SPENCER O'BRIEN, AYS O'BRIEN, KELLY CLARK, LEANNE PELOSI  
JAMES ANDERSON, ANNA GASSER & MARIE-FRANCE ROY

KIDDO [www.preciousleaderwoman.com](http://www.preciousleaderwoman.com) TELUS originals

BHPFA and SheJumps are partnering to bring educational outdoor experiences for girls and women that nurture growth and transformation. To kick off this new partnership and to raise excitement for winter they are hosting a film series that will run through November, December, and January focused on women's stories in the outdoors.

The first film showing, Precious Leader Woman, will take place on Saturday, November 25, 2023, at the Custer Beacon from 3:30 pm-5:30 pm. Precious Leader Woman shares the inspiring story of world-renowned snowboarder Spencer O'Brien connecting to her Indigenous roots.



BLACK HILLS  
PARKS &  
FORESTS  
ASSOCIATION

## NEWS FROM THE STATE

Goldman Sachs  
10,000  
small  
businesses

Investment in

# Rural Communities





# Small Business. Big Impact.

Goldman Sachs *10,000 Small Businesses* has helped entrepreneurs across the country grow their business for over a decade by offering a practical business training program, access to capital providers, and personalized support services.

Now, we are expanding, bringing this best-in-class training program to predominantly rural states across America. We encourage small business owners from South Dakota to apply today. Classes are delivered in-person and online. All costs are fully covered by the Goldman Sachs Foundation.

## Curriculum

<b>Orientation</b> In-person	February 28 - March 1
<b>Growth and Opportunities</b> Online	March 4
<b>Financial Statements Workshop</b> Online	March 11
<b>Money and Metrics</b> Online	March 18
<b>You Are the Leader</b> Online	April 1
<b>It's the People</b> Online	April 8
<b>Marketing and Selling</b> Online	April 15
<b>Operations &amp; Processes</b> Online	April 22
<b>Being Bankable</b> Online	April 29
<b>Action for Growth</b> In-person	May 14-17

## Eligibility

Goldman Sachs *10,000 Small Businesses* is designed for business owners who are ready to take the next step for their business. We look for applicants who are passionate about growing their business and creating jobs in their communities and who generally meet these criteria:

Small business owner or co-owner

Business revenues over \$75,000 in the most recent fiscal year

Business in operation for 2+ years

Business with 2+ employees (including the owner)



Starting now

in *South Dakota.*

## South Dakota

Applications Due	December 1
Class Begins	February 28 - March 1
Class Ends	May 14-17

Apply Now at [gs.com/10ksb-south-dakota](https://gs.com/10ksb-south-dakota)

Contact Us at [Rural10ksb@icic.org](mailto:Rural10ksb@icic.org)

## Small businesses are a critical part of rural economies.

This expansion of *10,000 Small Businesses* means that we're creating opportunity for entrepreneurs everywhere. Beginning in 2023, we will embed a *10,000 Small Businesses* training team in states across the country.



[www.SouthDakotaTourismConference.com](https://www.SouthDakotaTourismConference.com)

# 2024 SOUTH DAKOTA GOVERNOR'S CONFERENCE





## *Sponsor & Exhibitor Opportunities for 2024*

When you think "January," you have to think of the annual **South Dakota Governor's Conference on Tourism**.

*Each year, industry professionals from across South Dakota and the United States gather in Pierre. Everyone comes eager to network and learn about what's new in areas like tourism marketing, research, hospitality and travel trends. Becoming a conference sponsor or exhibitor gives you and your business or organization the opportunity to be top of mind with hundreds of conference attendees.*

*The conference is not possible without a financial partnership by industry friends. There are options for budgets of all sizes, so please consider supporting this important learning and networking event. We greatly appreciate your support of the conference! In order to ensure inclusion in all print materials, please register by **Friday, November 17, 2023**. Sponsorships received after this date will be included on the website.*

**All Sponsors and Exhibitors must register online at [www.SouthDakotaTourismConference.com](http://www.SouthDakotaTourismConference.com).**

Register Now

## PRESS RELEASES







# United Way of the Black Hills

## FOR IMMEDIATE RELEASE

Date: 10/26/23

Contact: John Cass, Executive Director of UWBH

Email: [john@unitedwayblackhills.org](mailto:john@unitedwayblackhills.org)

Phone: (605) 343-5872

Contact: Emma DeVos, CEO of INP

Email: [emma.devos@innovnp.com](mailto:emma.devos@innovnp.com)

Phone: (605) 530-0413

## United Way of the Black Hills Partners with Innovative NonProfit to Offer Workshops and Strengthen Nonprofits

**(Rapid City, S.D.)** — United Way of the Black Hills has partnered with Innovative NonProfit (INP) to offer free workshops for Black Hills area nonprofits.

INP, an agency dedicated to igniting growth and efficiency for nonprofit organizations has conducted workshops for nonprofits in the northern hills for several years. This new partnership will expand these free quarterly sessions designed to empower and improve nonprofits in the Black Hills.

“This partnership marks a significant expansion of our popular Nonprofit Connections workshops,” said Emma DeVos, CEO of INP. “We have a shared vision with United Way of the Black Hills, to strengthen nonprofits in a friendly, collaborative environment.”

### November Workshops Scheduled

In November, “Unlocking the Secrets to Successful Grant Writing” will be offered in three locations. All sessions run from 11 a.m. to 2 p.m. and include a complimentary lunch.

November 3 – Northern Hills: Deadwood History Inc.

November 10 – Rapid City: Mount Rushmore Society

November 17 – Southern Hills: Custer County Library

In these workshops participants will receive information and tools to write compelling grant applications that effectively showcase their work. They will learn how to articulate their mission with clarity and passion, and demonstrate their ability to be an exemplary steward of grant funds.

Dozens of leaders from the region have participated in past Nonprofit Connections workshops.

“Positive reviews and experiences in these workshops are what led us to partner with INP,” said John Cass, Executive Director of United Way of the Black Hills. “The helpful tools and tactics that can be implemented immediately make these presentations transformative for nonprofit organizations. Our goal is to provide the support needed for nonprofits to succeed across the Black Hills”

For additional information or to register for upcoming workshops, go to <https://www.innovnp.com/npc-blackhills>

Innovative NonProfit LLC provides consulting, marketing and fundraising services for nonprofits.  
[www.innovnp.com](http://www.innovnp.com)

United Way of the Black Hills works to unite people and resources to improve lives in the Black Hills by delivering measurable long-term solutions to community issues in education, financial stability and health.  
[www.unitedwayblackhills.org](http://www.unitedwayblackhills.org)

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[www.unitedwayblackhills.org](http://www.unitedwayblackhills.org)



Forest Service  
U.S. DEPARTMENT OF AGRICULTURE

Black Hills National Forest

Forest Service News Release

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

[scott.j.jacobson@usda.gov](mailto:scott.j.jacobson@usda.gov) [www.fs.usda.gov/blackhills/](http://www.fs.usda.gov/blackhills/)

## Black Hills National Forest Enters Partnership with Ellsworth Air Force Base at Veteran's Point

**Custer, S.D., Oct. 24, 2023** – A ribbon cutting ceremony was held today at Veteran's Point Trailhead at Pactola Reservoir to recognize a shared stewardship partnership between the Black Hills National Forest (BKNF) and the 28th Bomb Wing, Ellsworth Air Force Base (EAFB).

Airmen from EAFB will partner with the BKNF in a shared stewardship agreement to care for and maintain Veteran's Point, located north of the dam on Pactola Reservoir. "Ellsworth is proud of its connection with the Black Hills community, and we strive to maintain that relationship, building upon it where we can. Adopting Veteran's Point is a perfect example of what we can accomplish when we work together," said Col. Derek Oakley, 28<sup>th</sup> Bomb Wing Commander, EAFB.

"The Black Hills National Forest is a very special place to many people, in many ways," said Toni Strauss, Deputy Forest Supervisor, Black Hills National Forest. "We are honored to have the Airmen from Ellsworth Air Force Base adopt this location on the Forest, as a way to give back to their community, in a shared stewardship kind of way."

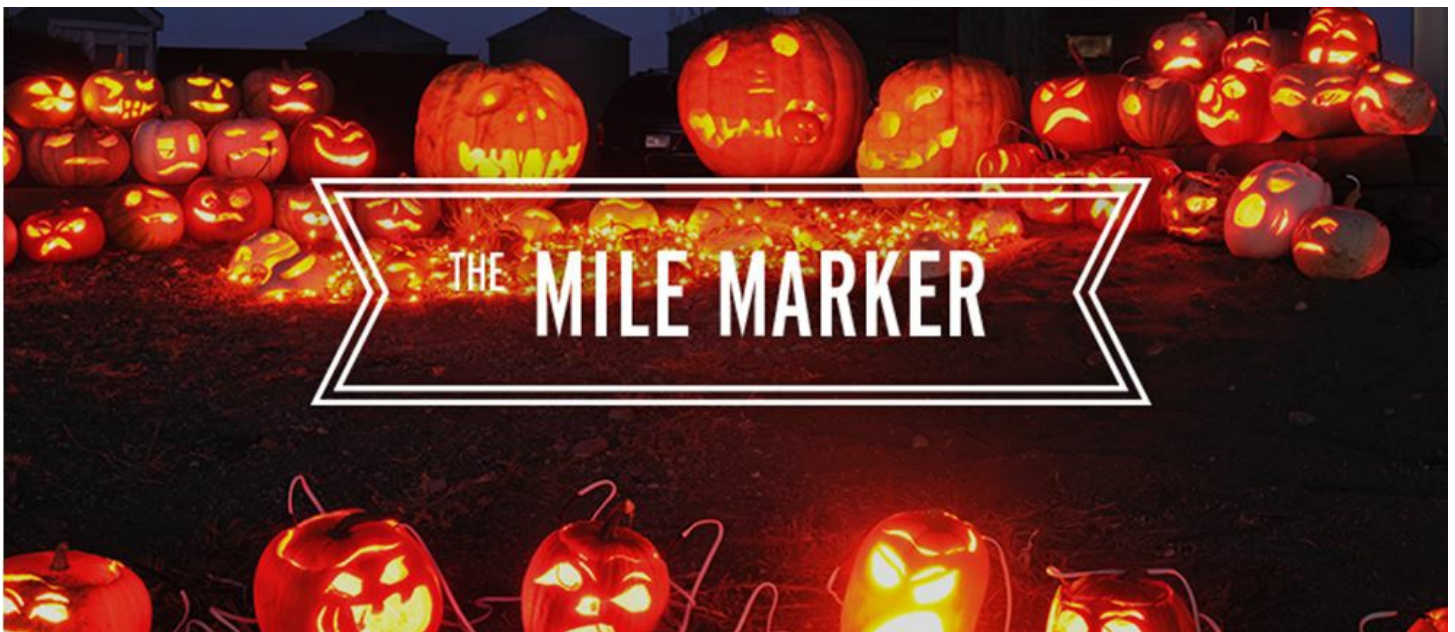
Veteran's Point Trail is a free-use half-mile trail, on the north side of the reservoir. It has a paved trail designed for accessibility for all users, including benches and tables for viewing the lake and surrounding area. There is also a shorter natural surface trail just south of the parking lot for quick access to the lakeshore and bridge for fishing and swimming.

Veteran's Point Trail originated in 1989 through a partnership with the Disabled American Veterans (D.A.V.). The project was completed in 1999, in honor of our service men and women, for their sacrifice in keeping America free. Thousands of people visit this location each year to take a short hike along the lake, fish from the shore, enjoy a lakeside picnic or just relax on the benches and enjoy the beautiful scenery.



###

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



Hello, Friends!

We are still glowing from the amazing success of this year's Buffalo Roundup – and its record-breaking attendance of 22,590 visitors! Perfect weather helped make this event magical for all attendees, especially the journalists we hosted. To hear international writers comment that the Roundup was “one of the coolest things I’ve ever done” says it all. Thanks to everyone whose hard work made this year’s event a special success.

As the weather changes, it can only mean one thing: pheasant season has arrived! Rooster Rush is kicking into high gear, welcoming pheasant hunters from across the country to the nation’s best hunting. THANK YOU to all our friends participating in ROOSTER RUSH 2023 and for rolling out the orange carpet for this year's amazing hunters!

Registration flyers for the 2024 Governor’s Conference on Tourism have been mailed and they invite you to check out SouthDakotaTourismConference.com. On the site, you can learn details about the conference, register and, if interested, secure an exhibitor booth. We are also actively looking for conference sponsorships. This conference — and the top-notch content it provides — does not occur without your generous support, so we are sending a huge THANK YOU in advance for your help! Also, please take time to nominate individuals for one of the annual tourism awards. More information about the awards, as well as online nomination forms, can be found here. The deadline for submitting award nominations is **Tuesday, November 21**.

Check out this great article in *Travel Weekly* that puts a wonderful spotlight on the South Dakota Native Tourism Alliance and our work with them to grow Indigenous tourism in our state.

**WE ARE HIRING!** Travel South Dakota is looking for a Global Travel & Trade Representative to join our team. The position is responsible for promoting South Dakota as a premier vacation destination to both domestic and international travel trade.



responsible for promoting South Dakota as a premier vacation destination to both domestic and international travel-trade professionals. Among other duties, the job includes preparing for and leading familiarization (FAM) tours for travel trade professionals. Ideal candidates will have a Bachelor's degree in public relations, mass communication, marketing, or a related field. More details are available [online](#). **Applications are due Friday, November 17.**

Finally, the gears are moving on a revamp of [TravelSouthDakota.com](http://TravelSouthDakota.com). Even though we see more traffic on our website year after year, we are so excited for a major update in 2024. Stay tuned for more on this as things develop!

May your Halloween be all treats and no tricks,  
Jim and Team



## Custer Senior Center

November Schedule

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



# WEEKLY INSPIRATION





**A little  
PROGRESS  
each day  
adds up  
to big results**

## HELP WANTED

*Laughing Water Restaurant at Crazy Horse Memorial® is currently searching for a FULL -TIME YEAR-ROUND LINE COOK.*

*Prior experience in working kitchen line in a fast paced - small restaurant or food service environment is a must.*

*Position is full-time, year-round at 35/40 hours per week w/ Evening, Holiday & Weekends required and some overtime.*

*This is an hourly position with the benefits associated with full-time, year-round employment, which include medical, dental, optical, and AFLAC insurances, Paid Personal Leave, and a retirement plan.*

*Please contact [HR@CrazyHorse.org](mailto:HR@CrazyHorse.org) or call (605) 673-4681 for more information!*



*Laughing Water*  
**RESTAURANT®**  
AT CRAZY HORSE MEMORIAL®



The Custer Senior Center Board of Directors is accepting resumes for the full-time position of Custer Senior Center Director. The primary administrative duties are grant-request writing, working with the Center's finances, and facility management. QuickBooks or a similar bookkeeping program is advantageous. The position is full-time, 40 hours per week. Insurance and retirement benefits are not available at this time. Year-end bonuses may be earned. For more information and a copy of the position description, please send an email to [cscdirvac@gmail.com](mailto:cscdirvac@gmail.com); or call the Center at 605-673-2708. The Senior Center is a non-profit organization, and is an equal employment opportunity employer.



# 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)

GOOD KARMA  
JEWELRY

Custer, SD

now

# **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**

## **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](#)



