

# 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

### A Solid Tip for Getting More Bang for Your Marketing Buck

Do you have a limited marketing budget? Do you think what you can accomplish with your budget is less than ideal because you don't have the money of a large company? While that may seem true, there is one thing you can do to really move the dial and maximize your small marketing budget. Sure, there are many ways to get "free" marketing through social media and growing your referral network but using funds in a targeted way can have a huge impact on obtaining more customers and showing the community who you are.

### What is Niche Marketing?

Niche marketing is the process of targeting a specific group of people with your marketing messages. This audience should be united by a common interest or need. By targeting a niche, you can focus your marketing efforts and resources on a smaller group of people, which can be more effective and cost-effective than trying to reach a broad audience.

It may seem contradictory to spend all of your money in one area but when your niche is well-researched and you know your product or service provides great value to that niche, you are positioning yourself for the richest returns on your marketing dollars.

### Benefits of Niche Marketing

There are several benefits to niche marketing for small businesses, including:

- **Increased effectiveness:** When you target a niche, you can tailor your marketing messages to the specific needs and interests of your target audience. This makes your marketing more effective and likely to generate results.

- **Reduced costs:** Niche marketing can help you reduce your marketing costs by focusing your resources on a smaller group of people. This means you can spend less money on marketing and still get the same results, while personalizing your attention in a more effective way.
- **Increased brand awareness:** When you consistently appear in front of your target niche, you will start to build brand awareness. This means that people will become more familiar with your brand and more likely to consider doing business with you. By concentrating your efforts on a particular group, your product or service can become known to the group as "the" item or service--such as *the* runner's shoe or *the* emergency plumber.
- **Stronger customer relationships:** Niche marketing allows you to develop stronger relationships with your customers. This is because you can focus on their specific needs and interests and speak just to them.
- **Additional revenue.** Customers will often pay more if they think you understand their needs and desires better than anyone else. Just look at all of the doggie daycare businesses out there.

## Examples of Effective Niche Marketing

Here are a few examples of niche marketing:

**Atticus.** This software company offers a book writing and formatting platform for writers that targets indie writers. That doesn't mean that a traditionally published author can't use the product, but the indie needs more assistance in that area. Their content and messaging are directed to Indie authors.

**Nike.** When Nike started out, they were a running shoe. Their messaging targeted people who wanted a shoe that would help them maximize performance. They built a reputation on that and then moved into other areas.

**Kirrin Finch.** This LGBTQ clothing line served a need when they created clothes that worked for a more gender-fluid audience.

## How to Target a Niche in Your Business

The first step to targeting a niche is to identify your ideal customer. Who are you trying to reach? What are their needs and interests? If you've been in business a while, look at who is your most loyal demographic and decide how you can better suit their needs. For instance, if you are a craft store and you notice 90% of your customers are painters, you could easily embrace this and switch most (if not all) of your marketing dollars toward speaking to that demographic.

Once you have identified your ideal customer, you can start to develop marketing messages that are tailored to their needs and interests.

## Applying Your Marketing Dollars to Your Niche

Once you have identified your niche, you can start to apply your marketing dollars to that group. There are several ways to do this, including:

- **Content marketing:** Content marketing is all about value for your audience. You want to produce content to attract and engage your target market. Create content such as blog posts, articles, e-books, and infographics, with your audience's needs and pain points in mind. Expand past the basics you want to teach your customers about your product. Educate, inspire, and entertain with things you know they will love. For instance, if you are a car wash that targets people who love their cars (they'll pay extra if they think you will take care of their cars the way they would), you could create content about upcoming car shows, drive-in events, and car product reviews. In content marketing, the content shouldn't all be about you and your product. But it should be about providing value to your customers.

- **Social media marketing:** Social media marketing uses social media platforms to connect with your target

• **Social media marketing:** Social media marketing uses social media platforms to connect with your target audience. You can use Facebook, Instagram, X, TikTok, and/or LinkedIn to share your content, run contests, and offer discounts. Which social media platforms you use depends on where your ideal customer is. Knowing this critical information can save you a lot of time from posting on ineffective platforms for reaching your demographic. For instance, if your target market is teens, don't spend a lot of time on Facebook.

• **Email marketing:** You can use email marketing to send out newsletters, promotional offers, and other updates targeted to your audience and its needs.

• **Paid advertising:** Paid advertising can be a cost-effective way to reach your target audience quickly and easily. You can use paid advertising platforms such as Google AdWords and Facebook Ads to target your ads to people who are interested in your products or services. To save money and get a [better return on your ad spend](#), be very specific about who you target.

• **Chamber Sponsorships:** Chamber sponsorships can provide a great return on your spend if their event reaches your target market. For instance, if your audience is business decision-makers, a chamber economic forecast event might be an ideal event to sponsor. Check with your chamber. They may have fun events you may not have considered like a dog stroll or field day. Often sponsorships are very affordable and provide a lot of local exposure.

## A Final Word About Niche Marketing

Niche marketing is a great way for small businesses to achieve big success on a small marketing budget. By targeting a specific group of people with your marketing messages, you can increase your effectiveness, reduce your costs, increase brand awareness, and develop stronger customer relationships, not to mention make more money. But it's important to do the research before selecting a niche. Done well, niche marketing will make your ideal customer feel heard, catered to, and valued. However, niche marketing is not a "one-and-done" activity. If you're going to target an audience, you need to make a commitment to them and show them you understand—and can meet—their needs.

*[Christina Metcalf](#) is a writer/ghostwriter who believes in the power of story. She works with small businesses, chambers of commerce, and business professionals who want to make an impression and grow a loyal customer/member base. She loves road trips, hates exclamation points, and believes the world would be a better place if we all had our own theme song that played when we entered the room. What would yours be?*

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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  
[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)

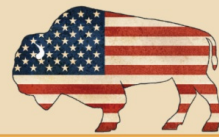
Holly Voges  
Information Associate  
[hvoges@custersd.com](mailto:hvoges@custersd.com)

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*

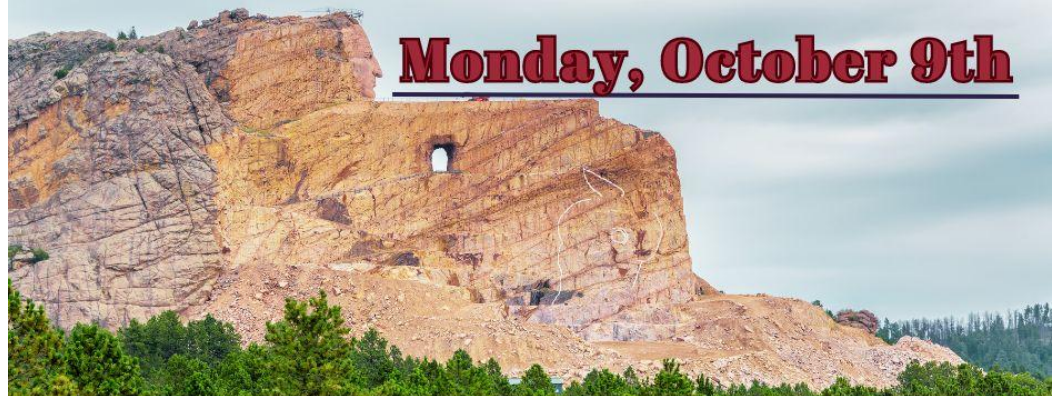
If you would like to nominate an individual, please  
complete the Nomination Form attached below.

Printable Nomination Form

The Custer Chamber  
will be closed



**Monday, October 9th**



in observance of  
**Native American Day**

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

October 26

Chamber Annual Dinner at the Custer State Park Barn  
5:30pm-8:30pm

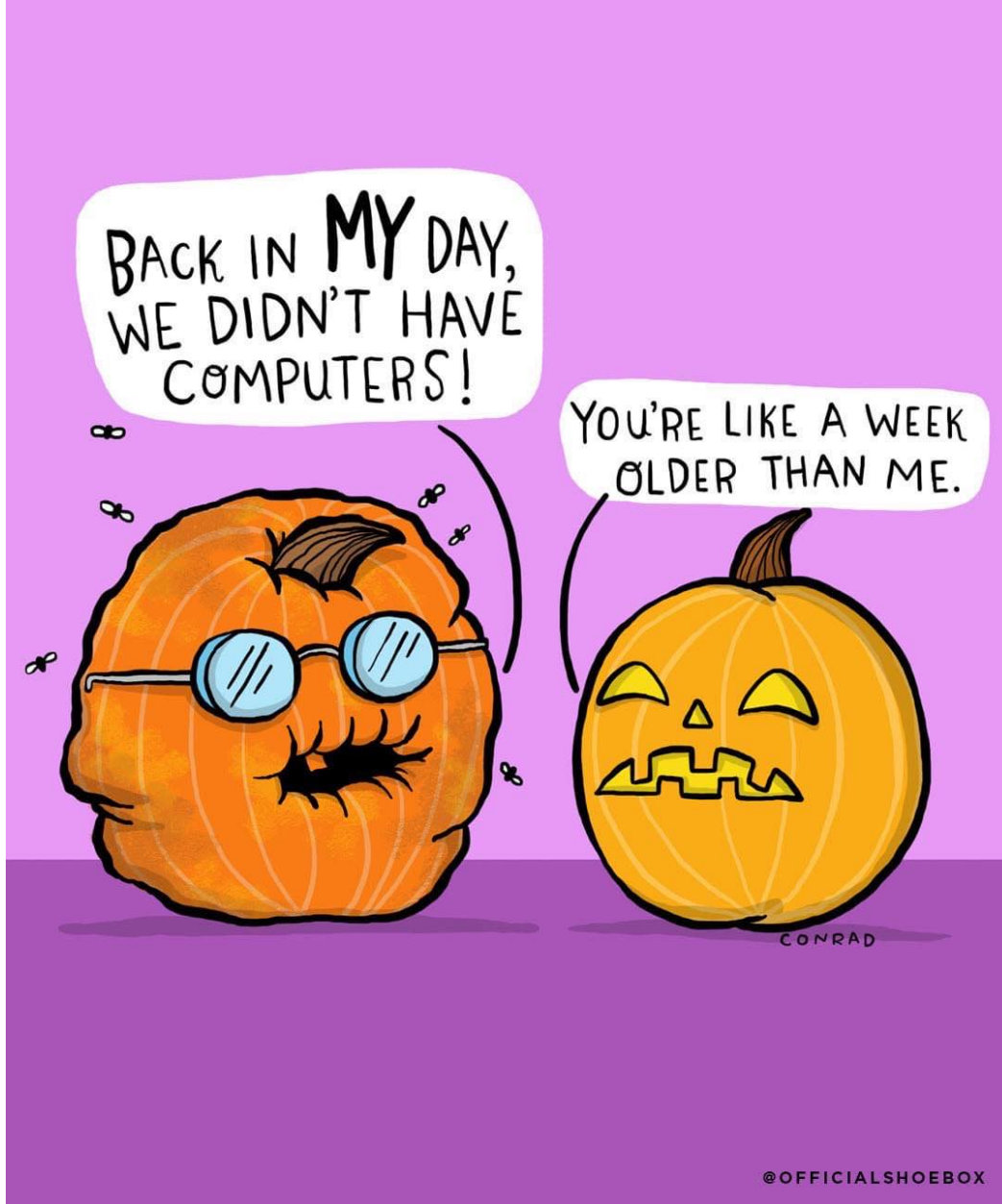
October 31

Merchants' Trick or Treat  
4pm-6pm

November 16

Chamber Mixer  
5pm-7pm  
Custer Beacon

## WEEKLY HUMOR



## CHAMBER HAPPENINGS





## SCARECROW DECORATING CONTEST

Decorate your own scarecrow!

Deadline for registration: Fri., Oct. 13th  
Judging will take place: Mon, Oct. 16







WE'RE NOW ACCEPTING

# NOMINATIONS FOR MEMBERSHIP AWARDS



**Government Employee  
Community Team/Service  
Individual of the Year  
Lifetime Achievement  
Extra Mile  
Business of the Year**



**Nominations Due  
October 6, 2023**

**Awards Banquet  
October 26, 2023**

**Custer State Park Event Barn**

[Awards Nomination Form](#)







# 2023 Annual Chamber Membership Awards Banquet

## 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](mailto:dmurray@custersd.com) or 673-2244



The Custer Area Chamber of Commerce  
Board of Directors & Staff  
cordially invite you to attend the  
2023 Annual Chamber Membership Banquet



Thursday, October 26th at Custer State Park Event Barn

Social Hour 5:30 pm

Dinner 6:30 pm

Award Presentations

Adjourn 8:30 pm

## Custom Buffet Dinner featuring:

### Creamy Spinach Chicken

Pan-Seared Chicken Breast with Creamy Spinach Parmesan Cream Sauce.

### Crusted Salmon

Almond Crusted Salmon with Dijon Hollandaise Sauce.

### Beef Bourguignon

Cut of beef simmered in Burgundy wine, beef stock, carrots, potatoes, mushroom and herbs.

### Served with:

Wild Rice Mélange, Roasted Brussel Sprouts and Mixed Greens with Roasted Beets,  
Toasted Spicy Pecans, Feta Cheese, and Honey Citrus Vinaigrette.

### Dessert

Chocolate Mosaic Layered Cake



\$40/person *RSVP by Tuesday, October 17.*

Cancellations after Oct. 17th will be billed.

To register, call the Chamber at

673-2244 or email [dmurray@custersd.com](mailto:dmurray@custersd.com)

Make your reservation today!

# Merchants' Trick-or-Treat on Halloween



**Tuesday, October 31st  
4:00 pm – 6:00 pm**

**Get your business signed  
up now!**

**Sponsored by:  
Custer Area Chamber of Commerce  
605-673-2244 - [info@custersd.com](mailto:info@custersd.com)**



**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!](#)



# Host a Chamber Mixer

2024 Dates Available

## December 19



CALL US AT 605-673-2244 OR EMAIL  
[DMURRAY@CUSTERSD.COM](mailto:DMURRAY@CUSTERSD.COM) TO  
SCHEDULE YOUR MIXER!

Chamber mixers are a great way to mix, mingle and network with your fellow Custer Chamber Members. Get signed up today to host yours in 2024.

\*To ensure everyone gets a fair chance we ask that members who have hosted a mixer in 2023 let other Chamber Members have a turn.

***YOU are essential to our Chamber, the Black Hills and to the Southern Hills Vacation Guide, which brings visitors to us.***

Check out the 2023 digital guide [here](#)  
and the Southern Hills guide website [here!](#)



**A UNIQUE  
PUBLICATION  
MADE FOR YOU**

**SOUTHERN HILLS  
VACATION GUIDE**

**QUESTIONS?**  
DOLSEE@EGMRC.COM  
605.343.7684 EXT. #202



## THE SOUTHERN HILLS VACATION GUIDE

Community Profiles • Dining Guide  
Member Index • Events Calendar  
Lodging Listings • Maps

# 360k

ANNUAL READERSHIP

- Young Families
- Active Couples
- Bucket Listers



# 75k

COPIES PRINTED  
ANNUALLY

## STIMULATING CONTENT DIGITAL ENGAGEMENT

- 3,600+ yearly impressions
- 8 minute average read time
- 99% advertisement clicks
- 55% mobile device viewers

# 120+

DISTRIBUTION LOCATIONS

- In-room, Hotels & AirbnB
- Campgrounds, Cabins
- Travel Centers, CVB's



1/4 PAGE 2.35" x 4"  
1/2 PAGE 4.675" x 4"  
FREE Lodging or  
Dining Listing with  
a 1/2 page or larger



FULL PAGE  
NO BLEED  
4.675" x 8"  
FULL PAGE  
WITH BLEED  
Safety: 4.675" x 8"  
Trim: 6" x 9"  
Bleed: 6.125" x 9.25"



SPREAD  
WITH BLEED  
11" x 8"  
Trim: 12" x 9"  
Bleed: 12.25" x 9.25"

IMPORTANT: Full Page with bleed and Spread with bleed  
all content 1/2" from gutter

## FORMAT & REVISIONS

High resolution Acrobat PDFs (a minimum of 300 dpi) preferred.

We also accept TIF, JPG, PSD, INDD, and EPS. Please convert all Pantone or RGB colors to CMYK.

We do NOT accept Quark or any PC, IBM, Windows or DOS formats (including Publisher).

Email your press-ready PDF ad file to [info@egmnc.com](mailto:info@egmnc.com).

Ad design is included in your purchase with three proofs, free of charge, for revisions.

Revisions after the third proof: \$15/proof.

If you would like to purchase your ad's high-resolution artwork file: \$75.

## INVESTMENT OPTIONS

1/4 PAGE 1125 FULL PAGE 4005

1/2 PAGE 2250 2 PAGE 7255

COVER 3850 (Inside Front Cover)

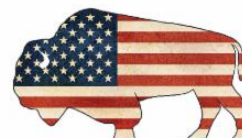
3850 (Inside Back Cover)

4700 (Back Cover)



329 MAIN STREET - STE. 1 • RAPID CITY

Your Custer-area magazine!





# Everything you need to know about Custer, Custer County, and beyond!

# CUSTER

Chamber of Commerce

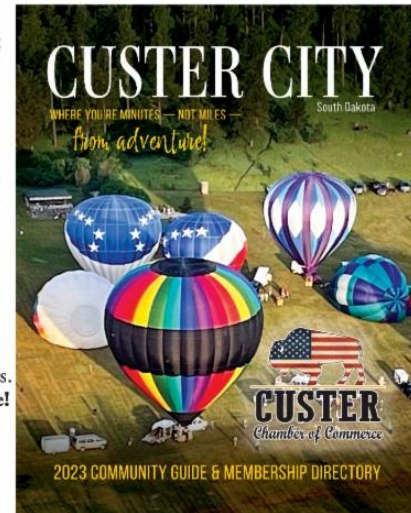
## 2024 Custer Area Chamber of Commerce Business and Membership Directory

Your Custer Area Chamber of Commerce & Visitors Bureau is producing the 2024 Chamber Business and Membership Directory with helpful features for chamber members, Custer visitors and potential residents. This beautiful, full-color directory will include great photography, a community profile, a calendar of special events, accommodations, attractions, restaurant listings and a complete categorical directory of all chamber members in full magazine-size layout.

We'll print 15,000 copies of this directory, which will be distributed to prospective visitors and residents who call our community seeking information about traveling to the region, or relocating their home or business to the Custer area. In addition, thousands of copies will be distributed at our Visitor Information Center and at chamber businesses such as local motels, restaurants and campgrounds. **This will be our primary economic development and business recruitment piece!**

If you'd like to distribute your message to thousands of potential customers who will visit Custer or are inquiring about living here, just give the folks at Southern Hills Publishing a call at 673-2217. Don't miss this opportunity. Thanks for your continued support.

Amy Bailey  
Chamber President



**15,000  
Copies**

### Advertising Rates Full-Color Ad

Full page ad	\$1600
Half page ad	\$850
Quarter page ad	\$575
One eighth page ad	\$425

Premium pages are back page, inside front, inside back page, and page 3 and are an additional \$100.

**DEADLINE: Oct. 20, 2023**

**Full Page Size**  
**7.708" wide x 10.139" tall**  
With bleed (8.875" wide x 11.305" tall)

**1/2 Page Size**  
**7.708" wide x 5" tall**

**1/4 Page Size**  
**3.75" wide x 5" tall**

**1/8 Page Size**  
**3.75" wide x 2.5" tall**

We'll be happy to compose your ad for you AT NO EXTRA CHARGE. All camera ready ads should be e-mailed to [custerads@gwcc.net](mailto:custerads@gwcc.net) in the appropriate size at 300 dpi. Acceptable formats are JPG or PDF files.

**For Space Reservations, Call Kate Najacht at 605-440-1248**

or email Kate at [chroniclewriter2@gmail.com](mailto:chroniclewriter2@gmail.com)

Southern Hills Publishing Inc. • PO Box 551 • 522 Mt. Rushmore Rd. • Custer, SD 57730

## THE ULTIMATE VISITOR OUTREACH PROGRAM

Looking to connect with a highly qualified audience of South Dakota visitors?  
Be a part of the state's premier vacation planning resource by including your business in the  
official South Dakota Vacation Guide Print + Digital Program.

### SECURE YOUR SPOT

Join membership with BH&B to get your business listed in **260,000** SD Vacation Guides!  
The deadline to advertise in the 2024 SDVG is Monday, October 2, 2023.  
Contact your sales director today to make sure your business makes it in the guide!



CONTACT LEIRA  
leira@blackhillsbadlands.com



CONTACT CINDY  
cindy@blackhillsbadlands.com



CONTACT HAYLI  
hayli@blackhillsbadlands.com



#### NEARLY **200,000** MAILED IN DIRECT RESPONSE TO VISITOR INQUIRIES

An additional 90,000 distributed in more than 27 cities  
and 13 states.



#### MORE THAN **134,000** SESSIONS

The number of visits the digital Vacation Guide has  
received over the last 12 months. That equates to more  
than 603,400 advertiser impressions.



#### **20 MINUTES, 41 SECONDS**

The average time spent reading the Vacation  
Guide online.



#### **1,408,594** TOTAL PAGE VIEWS

To become part of the ultimate visitor outreach program, contact:

**Black Hills & Badlands Tourism Association | 605-355-3600**

**Leira Janklow, leira@blackhillsbadlands.com | Hayli Hull, hayli@blackhillsbadlands.com**

**Cindy Millett, cindy@blackhillsbadlands.com**

## MEMBER SPOTLIGHT

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





# Thank you

## for renewing your Chamber Membership

"Dave's World Tours" & Shuttle Services  
1880 Train  
1881 Courthouse Museum  
21 Electric, LLC  
A Walk in the Woods  
Acupuncture 4 Health  
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  
Bear Country USA, Inc  
Beaver Lake Campground  
Beecher Rock Vehicle Storage  
Begging Burro Mexican Bistro and Tequila Bar  
Black Hills Aerial Adventures  
Black Hills Area Community Foundation  
Black Hills Burger & Bun Co  
Black Hills Chemical & Janitorial  
Black Hills Electric Cooperative, Inc  
Black Hills Energy  
Black Hills Federal Credit Union  
Black Hills Playhouse  
Black Hills Power Bikes Rentals & Boutique  
Black Hills Reptile Gardens  
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  
Camp Bob Marshall  
Carson Drug  
Chalet Motel  
Chamberlain McColley's Funeral Home  
Chapel in the Hills  
Chief Motel  
Christy Chamberlain & Bob Reich

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 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, Econlodge, Best Western, Comfort Inn, Holiday Inn Express*)  
Custer Lions Club  
Custer Lutheran Fellowship  
Custer Mountain Cabins & Campground  
Custer Mt Rushmore KOA  
Custer Rotary  
Custer Senior Center  
Custer State Farm  
Dacotah Bank  
Dakota Greens - Custer Greenhouses & Nursery, Inc.  
Deep Creek Gallery  
Diamond Spur Events Center  
Diane's Custer Vacation Rentals  
Double Diamond Ranch  
Eagles Landing Lodge  
Edward Jones- Mark Koch  
Elk Have Vacation Cabins  
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  
French Creek RV Park  
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  
Hidden Lake Campground  
High Mountain Outfitters  
Highmark Credit Union  
Hill's Inn  
Hillside Handyman  
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  
Kitchens by Karla  
Lampert Properties  
Lasting Impressions Unlimited Inc (LIU)  
Laurie Arthur, Inc  
Lee, Patti & Jim  
LFC Veterinary Services  
Life Weavings Expressions  
Living Outreach Church  
Lynn's Dakotamart, Inc  
Maria's Mexican LLC  
McGas LLC  
Mickelson Trail Affiliates, LLC  
Miner's Cup  
Mountainview Baptist Church  
Mt Rushmore Brewing Company  
Murray Auto Repair LLC  
Naomi Haraldson  
Nelson's Oil and Gas  
New Trails Ministry Inc  
Nielsen Enterprises, LLC  
NXTLAW PC  
Operation Black Hills Cabins  
Our Place  
Our Redeemer Lutheran Church  
Outlaw Ranch

Pine Rest Cabins  
Pizza Mill  
Pleasant Valley Farm & Cabins  
Prairie Hills Transit  
Premier Family Eyecare  
Purple Pie Place  
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  
Rush Mountain Adventure Park  
Rushmore Photo & Gifts, Inc  
Sander Sanitation Service  
Sentinel Federal Credit Union  
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 Tactical, LLC  
Southern Hills Title, Inc  
Spokane Creek Cabins & Camp  
Sprockets Fun Foundry  
Star Ridge Advertisment  
Starr Insurance  
Steele Collision and Glass  
Steve and Yolanda Davis  
Stockade Lake Cabins  
Stone Décor and Supply  
Subway  
Sunset RV Park  
Sunshine Storage  
Tallgrass Landscape Architecture, LLC  
Tanglewood Estate  
Tennyson Investments  
The Blind Guy of the Black Hills, LLC  
The Cruisin' Canvas  
The Custer Beacon  
The Mammoth Site  
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  
Wind Cave National Park  
Windsong Valley Gardens  
Workplace Disability Network of the Black Hills  
World Fossil Finders Museum  
Xanterra, Mt Rushmore  
YMCA of Custer



# Welcome

## New Members

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

Custer County Historical Society &  
1881 Courthouse Museum Present:

## **Black Hills Petroglyphs & Pictographs**



Rock art expert Dr. Linea Sundstrom will host a virtual journey through 8,000 years of Black Hills petroglyphs and pictographs at the Custer County Historical Society's monthly program, **Saturday, October 7, 2023, at 2:30pm** in the Pine Room of the Custer County Library. The public is invited to attend and learn more about the region's long and complex history of Native American picture-making.







**FREE EVENT!**

## NATIVE AMERICAN DAY

**OCTOBER 9, 2023**  
9 AM - 4:30 PM

**GUEST SPEAKERS**

**WORLD RENOWNED HOOP DANCERS**

**NATIVE AMERICAN ARTIST BOOTHS**

**LIVE DRUM GROUP**

00:00 AM	<b>WELCOME - LEIGH WELLING</b> WIND CAVE SUPERINTENDENT
09:00 AM	<b>DOROTHY FIRECLOUD</b> NPS NATIVE AM AFFAIRS
09:06 AM	<b>JHON GOES IN CENTER</b> SILVERSMITH
10:30 AM	<b>TOSA TWO HEART</b> FASHION DESIGNER
10:30 AM	<b>KELLY LOOKING HORSE</b> SCULPTURE DEDICATION
11:00 AM	<b>STARR CHIEF EAGLE</b> JASMINE BELL + DRUM HOOP DANCERS
11:30 AM	<b>EMMY HER MANY HORSES</b> ACTRESS & SINGER



FUNDING FOR THIS PROGRAM PROVIDED BY  
BLACK HILLS PARKS & FORESTS ASSOCIATION,  
A NON-PROFIT PARTNER WITH WIND CAVE NP

## Saturday October 7, 2023



**GATES OPEN 11 AM - 9 PM**  
**KIDS TENT & ACTIVITIES 11-6 PM**  
**VENDORS 11-6 PM**  
**BEER GARDEN 11-9 PM**

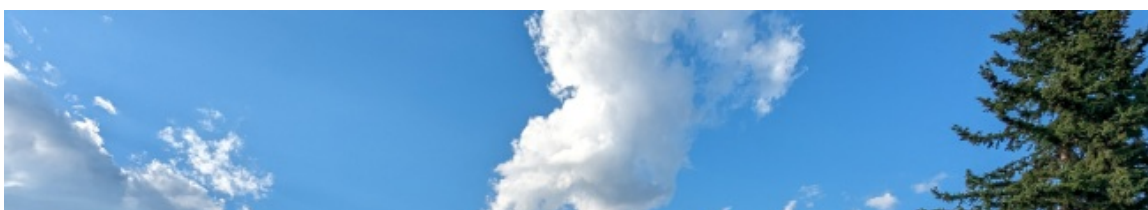
BROUGHT TO YOU BY CUSTER HOSPITALITY

## HARVEST MOON FESTIVAL

### EVENT SCHEDULE

12 - 2 PM .....	LIVE MUSIC • CASEY TRANDEM
1 PM .....	PIE EATING CONTEST
2 PM .....	CORNHOLE TOURNAMENT
3 PM .....	CANINE COSTUME CONTEST
4 - 5 PM .....	LIVE MUSIC • DJ BOOTH
5 - 6:30 PM .....	LIVE MUSIC • HIGHRISE
6:30 PM .....	LIVE MUSIC • DJ BOOTH
7 - 9 PM .....	HEADLINER • CAMP COMFORT

## Buffalo Ridge Camp Resort



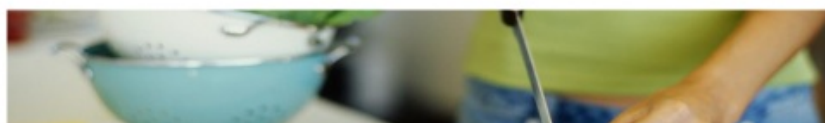


# COMMUNITY MEETING

YOU ARE INVITED TO SHARE YOUR INPUT ABOUT  
**THE FUTURE DESIGN OF THE CUSTER COMMUNITY CAMPUS**

**TUESDAY, OCTOBER 10TH FROM 6-8 PM**  
**AT THE PINE ROOM, CUSTER COUNTY LIBRARY ANNEX**

DROP IN ANY TIME BETWEEN 6-8 AND BRING YOUR GREAT IDEAS  
EVERYONE WELCOME!







# HEALTH FAIR

## Custer Senior Center

538 Mt. Rushmore Rd., Custer, SD

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**OCTOBER 12TH | 9AM-NOON**

QUESTIONS: 605-673-2708

- 
- Health Screenings - Monument Health
  - Flu Shots (9:30 11:30) – Monument Health
  - Health Education Speakers (9:30-11:30)
  - 15 Local Health Related Businesses discussing their services.

---

**HEALTHY LUNCHEON AFTERWARDS AT NOON**

**Presenting Healthy Luncheon**





**By Custer Rec. & Wellness  
& Custer Senior Center**

@ 538 Mt Rushmore Rd 605-673-2708

**OCTOBER 12, 2023**

**@ Noon \$10**

**Included with lunch:**

**A brief presentation on small steps  
towards a healthy lifestyle.**

**tickets on sale at the Senior Center**



## South Dakota Enhanced Conceal Carry Class

**This is a One Day Class**

**Saturday Oct 14th, 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)

# YOU'RE INVITED!



# BADGER CLARK DAY

Custer State Park

SATURDAY  
OCTOBER 14TH

11 AM & 1 PM

Mark your calendars for Badger Clark Day at Custer State Park! We will have two special screenings of the new documentary **Badger Clark: Poet Among The Pines**. Plus activities and artifacts at the Visitor Center and Badger Hole.



[SDPB.ORG/EVENTS](http://SDPB.ORG/EVENTS)







# WHO LET THE DAWGZ OUT SOCCER TOURNAMENT

**Silent  
Auction &  
Costume  
Contest!**

**11AM, OCT. 14 @ HS FOOTBALL FIELD**

**Age Brackets:** Youth, Teen, & Adult

**Attire:** Costumes/Cleats

**Registration Deadline:** October 11

**Price:** \$50 per team; \$15 per person - 5 Max. Per Team

**Donations:** Email [Hannah.rehmeier@k12.sd.us](mailto:Hannah.rehmeier@k12.sd.us)



**For more information or to register, scan the QR Code**





📷 KERRY TASKER

## ARTS MIDWEST WORLD FEST

# Pamyua

Yup'ik | Alaska

Celebrate Native Americans' Day on Oct. 9 at Crazy Horse Memorial® and join us for a reception for the band Oct. 11 at 6:00 pm at the Custer Beacon.

PRESENTED BY CUSTER AREA ARTS COUNCIL  
AT CUSTER HIGH SCHOOL THEATER

Saturday, October 14, 3:00 pm | Free! Community Concert

Pamyua showcases Inuit culture through their music and dance performances, sharing indigenous knowledge and history. Their style derives from combining traditional melodies reinterpreted with contemporary vocalizations and instrumentation. Learn more at [artsmidwest.org/worldfest](https://artsmidwest.org/worldfest).

NATIONAL  
ENDOWMENT **ARTS**  
arts.gov

Margaret A. Cargill  
FOUNDED BY MARGARET A. CARGILL

A program of Arts Midwest, the 2023 World Fest series is generously supported by the National Endowment for the Arts and Margaret A. Cargill Philanthropies. Arts Midwest is also generously supported by the Illinois Arts Council Agency, Indiana Arts Commission, Iowa Arts Council, Michigan Arts and Culture Council, Minnesota State Arts Board, North Dakota Council on the Arts, Ohio Arts Council, South Dakota Arts Council, Wisconsin Arts Board, 3M, Crane Group, and individual donors and partners.

# Custer Humane Society Fund Raiser

## October 14, 2023



**at Crazy Horse Memorial**

**Silent Auction plus  
Live Auction at 6:00pm**



**Dinner,  
Salad &  
Dessert**

**4:30 to 6:00pm**

**Adults \$12<sup>00</sup>**

**Kids \$6<sup>00</sup>**

**~ Many Door Prizes ~**



Elevate, recharge, & fuel your business journey at the 12th Annual Women's Business Summit!

Location: The Box Events Center | 631 Watiki Way, Box Elder SD

Date: October 19, 2023

Time: 9:00am - 4:00pm

The full-day experience boasts our keynote speakers, our popular business showcase, the graduation of our Women in Leadership 2023 class, and themes in emotional intelligence, psychological safety, and customer and employee loyalty strategy to help everyone be personal and polished in the entrepreneur and intrapreneur environment.

We are thrilled to celebrate women making a difference in our communities, supporting women-owned small businesses all

while connecting with each other.

[For more information](#)

**FIRST INTERSTATE CUSTER AREA FUND**



**Please Join Us**

**Friday, October 20, 2023**

**5:00pm - 7:00pm**

**South Dakota Outdoor Shop**

**632 Mt. Rushmore Road—Custer**

*Meet & Greet your local Advisory Council*

*Learn about local grant opportunities*

**BBQ, Chips and Beverages will be served**

**Questions:**

**Donna Cullum 605-718-8392**

**Curtis Tyler 605-718-8391**

**No RSVP Necessary**



## South Dakota Enhanced Conceal Carry Class

**This is a One Day Class**

**Saturday Oct 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 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)

We cordially invite you to our 10th annual 'Gallantly Forward Gala' on Saturday, 21 October 2023, at The Monument in Rapid City. Please join us as we unite to raise awareness about our warriors' profound challenges: Post Traumatic Stress Disorder (PTSD) and Traumatic Brain Injury (TBI).

The gala event will feature a social hour, dinner, program, silent/live auctions, and engaging music by the Starfellows (2 Brothers -1 Piano). We have the privilege of hosting former U.S. Army Sergeant Corey Culy, who will courageously share his journey of war, the difficulties encountered upon returning home, and his relentless battle with PTSD. Doors open at 5:00 p.m., with event ceremonies kicking off at 5:45 p.m. Tickets are \$35 and must be purchased in advance. If you can't attend, we ask that you consider sponsoring a veteran in your absence or donate an item for the silent/live auctions. Sergeant Colton Levi Derr battled the hidden enemy of PTSD and fell to suicide on April 28, 2012. During his deployments to Iraq and Afghanistan, Colton completed over 500 combat missions. His military leadership nicknamed him 'Delta Derr' because they had never seen a tougher soldier. Sentiments shared by his soldiers recognized him as a leader, mentor, and brother to all. Though he battled PTSD during his final deployment, Colton kept the struggle to himself and appeared dauntless to his brothers.

It's intolerable that 20+ veterans fall to suicide every day. Founded in 2012, SCLDF is steadfast in our three-fold mission: Veteran Advocacy, Assistance, and Public Awareness of the battles our heroes face when they come home. Remember, the battle does not end when the war ends. Please join the fight and support our warriors.

Very respectfully,  
Haley Austin Derr, President





Please get in touch with us to donate auction items, purchase tickets, or discuss sponsorship opportunities

Tickets can be purchased online @s [www.sergeantderrfoundation.org](http://www.sergeantderrfoundation.org)

E: [gallantlyforward@sergeantderrfoundation.org](mailto:gallantlyforward@sergeantderrfoundation.org)

C: 605-545-2505







## ANNOUNCEMENTS



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

**TODDLERS & PARENTS**

**DROP IN  
ANYTIME!**

No need for  
advance

# TODDLERS & PARENTS FROlicking FUN WIGGLES & GIGGLES

advance  
registration!

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)



# Open Bluegrass Jam



# EVERY WEDNESDAY

## 6:30p - 8:30p

Beginning October 4th! See you there!

all acoustic instruments welcome!



CUSTER AREA ARTS COUNCIL



THE  
WELLNESS  
WAY

New Office  
OPENING



# OPENING SOON

## ACCEPTING NEW PATIENTS SOON!

**Infertility reversed, hormones normalized,  
thyroid function restored.**

Stories like these are very common at The Wellness Way Clinics. Wellness Way clinics are uniquely positioned to address everything from headaches to hormone imbalances. Our unique standard of "We don't guess... We test!" allows us to address dysfunction within the body, and achieve the best clinical outcomes. Come where you will be treated as an individual. Experience the systems-oriented approach required to address the healthcare needs of the 21st century. The Wellness Way is here, and we're telling you there is hope!



**Laboratory Diagnostics**



**Hormone Balancing**



**Family Chiropractic**



**Customized Nutrition**



**Cardiovascular Disease**



**Detoxification**



**Metabolic Disorders**



**Thyroid/  
Autoimmune Issues**

### The Wellness Way - Hill City

451 East Main St. Unit 1

Hill City, SD 57745

**DR. DAVE MCDONALD**

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

**EMAIL US TODAY FOR MORE  
INFORMATION!**

[hillcity@thewellnessway.com](mailto:hillcity@thewellnessway.com)



**STAY CONNECTED WITH US!**

[@thewellnessway](https://www.instagram.com/thewellnessway)

## NEWS FROM THE STATE

Goldman Sachs created a program called 10,000 Small Businesses, which is designed for business owners who are ready to take the next step for their business. They are looking for applicants who are passionate about growing their business and creating jobs in their communities. Classes are delivered both in-person and online and *all costs are covered by the Goldman Sachs Foundation.*

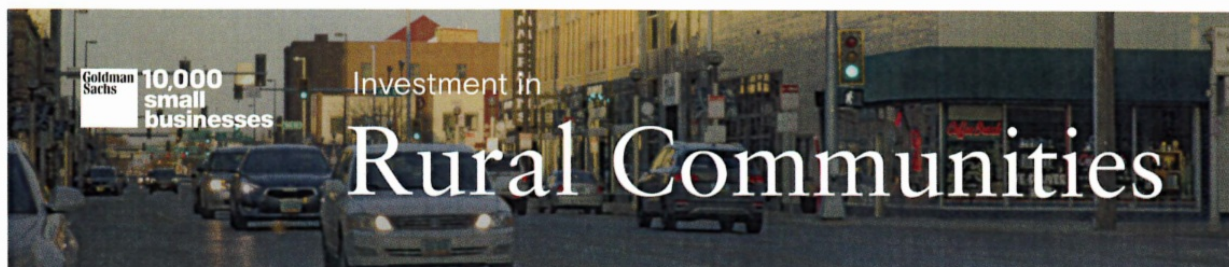
This program is FREE to the businesses, and they plan to accept 30-40 small businesses across South Dakota. Those who apply should:

- be a small business owner or co-owner
- have business revenues of over \$75,000 in the most recent fiscal year
- be in operation for 2+ years
- be a business with 2+ employees (including the owner)

See flyer highlighting the program below.

Applications are due December 1, with the classes beginning February 28-March 1 and ending May 14-17 (curriculum is listed on the attached flyer). The application can be found at

<https://www.goldmansachs.com/citizenship/10000-small-businesses/US/growing-with-rural-america/index.html>



## 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.



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)

### Curriculum

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

## 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.



### 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)

# PRESS RELEASES



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

**Wind Cave National Park**  
**26611 U.S. Highway 385**  
**Hot Springs, SD 57747**



## Wind Cave National Park News Release Release

Date: 10/4/2023 For Immediate Release Contact: Tom Farrell, tom\_farrell@nps.gov, 605-745-1130

**Wind Cave elevators repaired ahead of Native Americans' Day Tours resume Wednesday, October 4 HOT SPRINGS, S.D.** – Cave tours at Wind Cave National Park are resuming Wednesday, October 4, ahead of the upcoming three-day weekend, which will culminate in the park's Native Americans' Day celebration Monday, October 9.

"We are very happy to offer cave tours again and look forward to hosting people this Monday who want to see the cave and experience some of the art and living culture of our Native American communities," said park Superintendent Leigh Welling. "Tours resume this Wednesday with the first tour beginning at 9 a.m. and the last tour going in at 3 p.m."

Native Americans' Day events kick off in the Visitors Center Auditorium at 9 a.m. on October 9th with a welcome from Superintendent Welling, followed by remarks from National Park Service Native American Affairs Liaison, Dorothy FireCloud. Others on the morning schedule include metalsmith Jhon Goes in Center, and award-winning fashion designer Tosa Two Heart. The dedication of the sculpture "Čhaŋgléška-Wakħaŋ", or "Sacred Hoop," will occur in the lobby at 11:30 a.m. with artist Kelly Looking Horse.

Activities move outside at 1:30 p.m. with world-renowned hoop dancers Starr Chief Eagle and Jasmine Bell. At 3:30 p.m. Emmy Her Many Horses, a Sicangu Lakota author, musician, and actress will conclude activities with a presentation entitled "Classical, Traditional, Ancestral: What Makes it Native?"

The winter cave tour schedule begins Sunday, October 15, with tours of the Garden of Eden at 10 a.m. and 3 p.m. This is an hour-long tour with 150 stairs on it. There will be an hour and a half long Fairgrounds Tour at 1 p.m. with 450 stairs on it.

The cave temperature is 54 degrees year-around and a light coat or sweater is recommended along with good walking shoes.

Wind Cave National Park 26611 U.S. Highway 385 Hot Springs, SD 57747 605-745-4600 phone [www.nps.gov](http://www.nps.gov)  
National Park Service U.S. Department of the Interior Wind Cave National Park 26611 U.S. Highway 385 Hot Springs, SD 57747 605-745-4600 phone [www.nps.gov](http://www.nps.gov) National Park Service U.S.








## Custer Senior Center

October Schedule

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



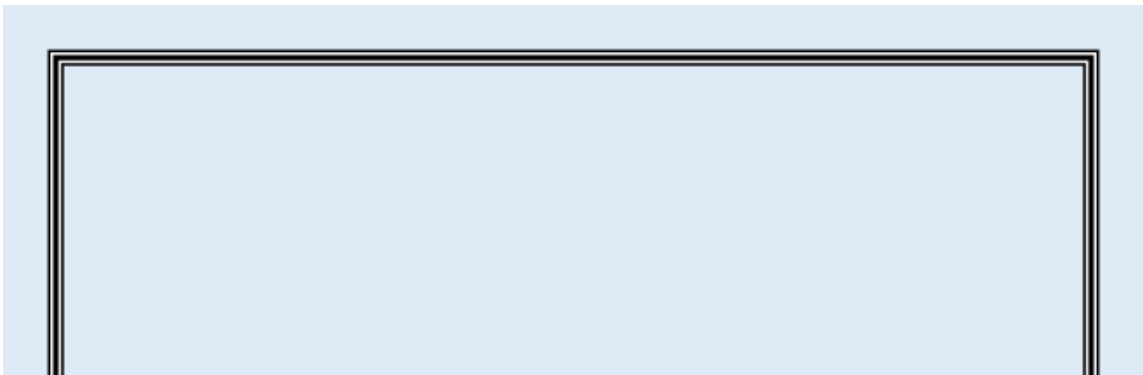
## WEEKLY INSPIRATION



**"Autumn shows us  
how beautiful it is  
to let things go."**

**—UNKNOWN**

## HELP WANTED



The Custer Senior Center Board of Directors is accepting

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)



# **NOW HIRING**

**SEASONAL PART TIME**

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



***CONTACT US:***

**(605) 673-3047**

**507 Mt Rushmore Rd Custer, SD**

**DISH WASHER  
LINE COOKS**

# **SERVERS**

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



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

Or By Phone: 605-981-9047

Requirements: Must have a Positive Attitude!

## **VACANCY ANNOUNCEMENT**

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

**WHERE: CUSTER SENIOR CENTER**

**TITLE: CUSTODIAN**

**SCHEDULE: PART TIME**



## PAY - \$10.80 PER HOUR

### THIS POSITION IS PART OF THE SENIOR COMMUNITY SERVICES PROGRAM (SCSEP)

SCSEP is an on-the-job experience and employment program designed to help low-income individuals age 55 and older update their jobs skills, build work experience and confidence, and continue to have economic security and well-being.

#### Eligibility:

Individuals applying for the SCSEP must meet specific eligibility requirements in order to participate:

- A resident of South Dakota
- 55 years of age or older
- Unemployed
- A limited household income of no more than 125 percent above of the federal poverty level

#### Participant Benefits:

As a participant of the SCSEP will:

- Earn income – South Dakota Minimum Wage
- Receive training and experience to help develop employment skills
- Receive free annual physical exams
- Have the chance to obtain full- or part-time unsubsidized employment upon completion of program
- Partake in meaningful social and physical activities
- Engage in activities to support independence

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

**Our Address:**  
615 Washington Street  
Custer, SD 57730

#### Phone Numbers:

605-673-2244  
800-992-9818



[Send Us An Email](#)

#### Connect With Us



[Visit our website](#)

