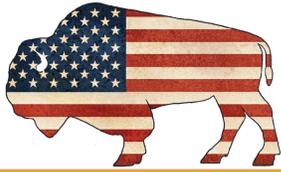


Buffalo Bytes



CUSTER
Chamber of Commerce

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?

Twitter: @christinagsmith

Facebook: @tellyourstorygetemtalking

LinkedIn: @christinagsmith



Dawn Murray
Executive Director

IMPORTANT ANNOUNCEMENTS

Chamber Staff

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Executive Director

dmurray@custersd.com

Jamie Dean
Administrative Assistant
jdean@custersd.com

Fred Baumann
Information Associate
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Connie Morgan
Information Associate
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. 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

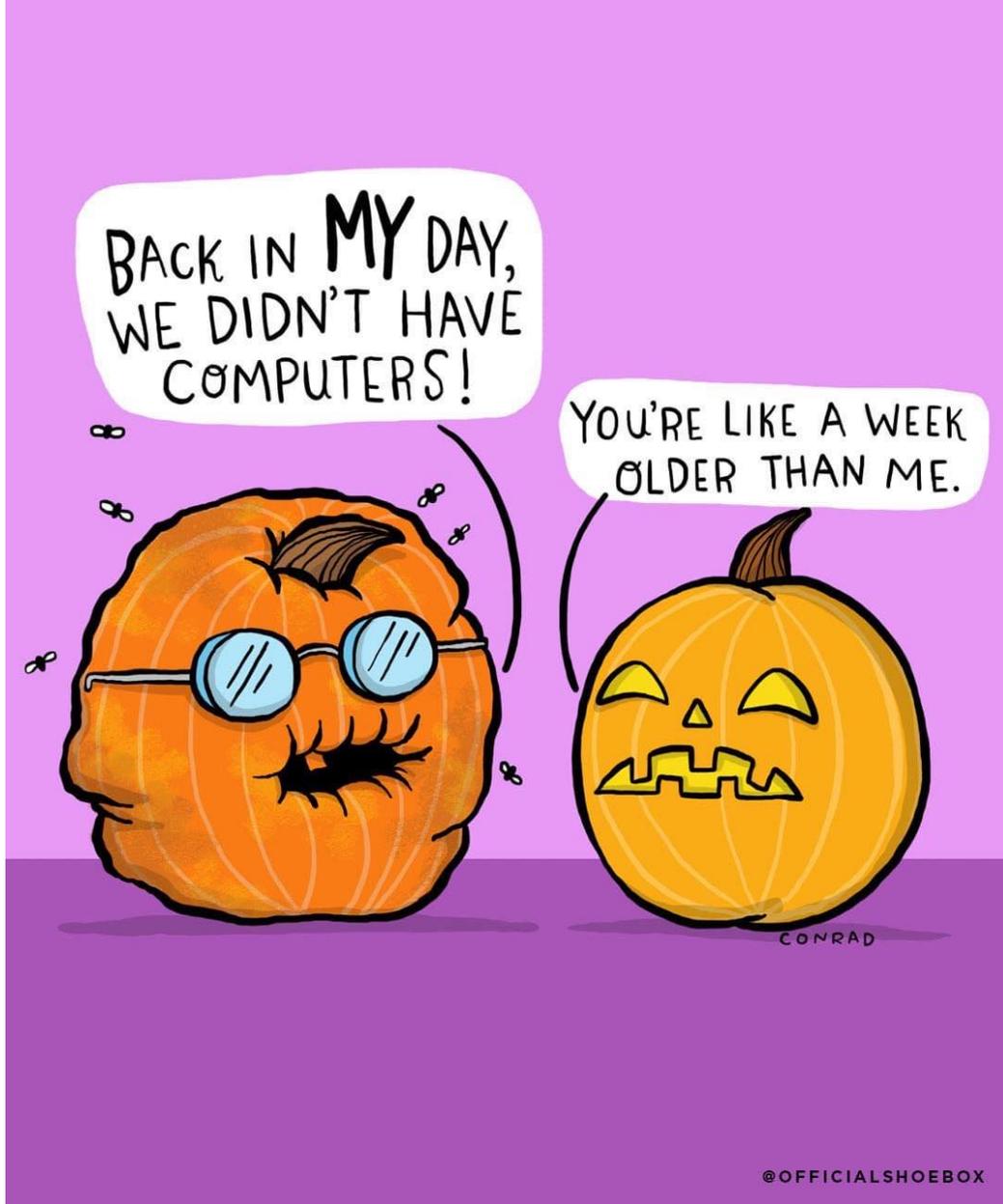
October 31

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 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

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**



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 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
- 89% 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 1/4 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 Safety: 11" x 8" Trim: 12" x 9" Bleed: 12.25" x 9.25"

IMPORTANT: Full Page with bleed and Spread with bleed all consist 1/2" front 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.
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

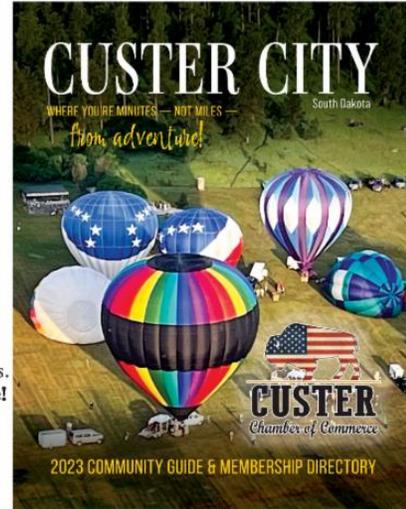
2024 Custer Area Chamber of Commerce Business and Membership Directory

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



<p>Full Page Size 7.708" wide x 10.139" tall <small>With bleed (8.875" wide x 11.305" tall)</small></p>	<p>1/2 Page Size 7.708" wide x 5" tall</p>		
	<table border="1"> <tr> <td style="text-align: center;"> <p>1/4 Page Size 3.75" wide x 5" tall</p> </td> <td style="text-align: center;"> <p>1/8 Page Size 3.75" wide x 2.5" tall</p> </td> </tr> </table>	<p>1/4 Page Size 3.75" wide x 5" tall</p>	<p>1/8 Page Size 3.75" wide x 2.5" tall</p>
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We'll be happy to compose your ad for you AT NO EXTRA CHARGE. All camera ready ads should be e-mailed to custerads@gwtc.net in the appropriate size at 300 dpi. Acceptable formats are JPG or PDF files.

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

For Space Reservations, Call Kate Najacht at 605-440-1248
or email Kate at 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!



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 jdean@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 Advertisement
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.

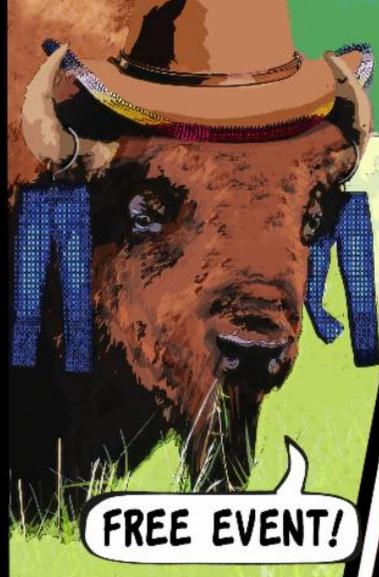
JOIN US FOR A SPECIAL EVENT AT
WIND CAVE NATIONAL PARK

WIND CAVE NP
VISITOR CENTER

NATIVE AMERICANS' DAY

NATIVE AMERICANS DAY

OCTOBER 9, 2023
9 AM - 4:30 PM



FREE EVENT!

GUEST SPEAKERS

WORLD RENOWNED
HOOP DANCERS

NATIVE AMERICAN
ARTIST BOOTHS

LIVE DRUM GROUP

- AM 00:05 WELCOME - LEIGH WELLING
WIND CAVE SUPERINTENDENT
- AM 00:05 DOROTHY FIRECLOUD
NPS NATIVE AM AFFAIRS
- AM 00:06 JHON GOES IN CENTER
SILVERSMITH
- AM 00:06 TOSA TWO HEART
FASHION DESIGNER
- AM 00:10 KELLY LOOKING HORSE
SCULPTURE DEDICATION
- AM 00:11 STARR CHIEF EAGLE
JASMINE BELL + DRUM
HOOP DANCERS
- PM 00:03 EMMY HER MANY HORSES
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!



**CAN'T MAKE IT?
FILL OUT THE SURVEY!**





HEALTH FAIR

Custer Senior Center

538 Mt. Rushmore Rd., Custer, SD

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





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



For more information or to register, scan the QR Code

 Arts
Midwest





KERRY TASKER

ARTS MIDWEST WORLD FEST

Pamyua

Yupik | 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.



A program of Arts Midwest, the 2023 World Festival artists' tours are 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 \$12⁰⁰

Kids \$6⁰⁰

~ 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

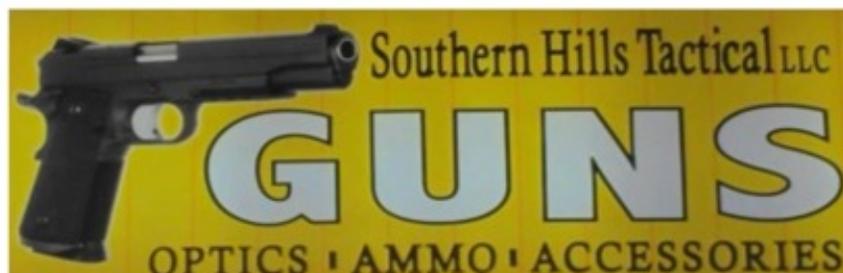
BBQ, Chips and Beverages will be served

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

Or contact us at 605-673-3222 or by e-mail at 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



**SATURDAY
21 OCTOBER**
THE MONUMENT
L'ACROIX HALL
DOORS • 5PM
TICKETS \$35
BUY FOR VETERANS IF YOU CAN'T ATTEND!

SOCIAL ★ MUSIC ★ DINNER ★ PROGRAM ★ SILENT & LIVE AUCTION
#PTSD #LISTEN #BATTLEBUDDY

GET YOUR TICKET TO SUPPORT OUR HEROES ★ CALL OR GO ONLINE 605.545.2505
SERGEANTDERRFOUNDATION.ORG
518 6TH ST. • STE 2 • RAPID CITY, SD • 57701

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

E: gallantlyforward@sergeantderrfoundation.org

C: 605-545-2505



COOKING CLASS

FEATURED PRESENTER:
HELEN NICHOLS,
RD LN CDCEs

MONDAY
OCT
23
2-4PM

COME LEARN ABOUT THE HEALTH BENEFITS OF PRE-BIOTICS AND PRO-BIOTICS.

The graphic features a dark purple background with faint green leaf patterns. At the bottom, there are illustrations of pumpkins and a snail. The text is arranged in a central, light blue rounded rectangle for the date and time, and a green rounded rectangle for the topic. The overall design is autumn-themed.

ANNOUNCEMENTS



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

TODDLERS & PARENTS

**DROP IN
ANYTIME!**

No need for
advance

TODDLERS & PARENTS FROLICKING FUN

advance
registration!

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



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!

-  **Labratory 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

EMAIL US TODAY FOR MORE INFORMATION!

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.



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 | Contact Us at 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
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 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; 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

Job Positions

- Line cooks
- Dishwashers
- Full time
- Part time

Ph: 605.673.2241
E: skogen@skogenkitchen.com
W: 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](#)

