



# LEAD AREA CHAMBER OF COMMERCE

www.leadmethere.org

## NUGGETS OF NEWS

MISSION STATEMENT: To be organized for the purpose of advancing the economic, industrial, professional, cultural and civic welfare of the Lead area.

April 2011

Volume 2, Issue 4

### SPOTLIGHT: Candidates Forum

Tuesday, April 5, 2011

6:00 pm

Historic Homestake

Opera House

(309 W. Main St., Lead)

Hosted by:  
Lead Chamber

Join us for  
Coffee and Cookies!

#### Candidates running for City Commission:

Dawn Collins  
Nick Krebs  
Adrian Melcher  
Denise Parker  
Les Roselles  
Steve Rosenberger

*Come and hear what they have to say!*

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### THANK YOU TO OUR RENEWING MEMBERS

Big D Oil Co.  
Bill Walsh's Dakota Travel  
Black Hills Center of Hope  
Bloomers Flowers & Gifts  
Broken Boot Gold Mine, Inc.  
Deadwood Chamber of Commerce

Deadwood Dental  
Deadwood Weddings  
Historic Homestake Mansion/Bullock  
Property  
Lewie's Saloon & Eatery  
Montana-Dakota Utilities

Palace Express  
Prairie Hills Transit  
Rapid City Journal  
Spearfish Canyon Lodge  
Whites Queen City Motors

### WELCOME NEW MEMBERS

*Jim & Cameon Wefso* - Jim is general counsel for Security First Bank, which is based in Rapid City and has locations in South Dakota and Nebraska. Cameon is a retired hospital Pharmacist/Administrator. The Wefso reside in Lead.

*Northern Hills Alliance for Children/First Step Child Care Center* - The Northern Hills Alliance for Children was created to start a child care center that would benefit families in our area.

*Lead-Deadwood Regional Hospital Foundation* - LDRH Foundation raises funds to help meet the needs of the hospital and healthcare in our community.

*Coca-Cola Bottling Co. High County* - Deliver Coco-Cola products throughout the Black Hills and Rapid City.

*Koala Electric, Inc.* - Electrical Contractor for commercial and residential, new and remodel projects. Koala is licensed in South Dakota and Wyoming. They have been serving the Northern Hills for over 23 years.

*Ken Fidler*

### SPECIAL POINTS OF INTEREST:

- Lead Area & City Map
- Mickelson Trail Walk/Run/Ride Sponsors
- 2011 Mixers

Lead Area Chamber of Commerce  
160 W. Main St., Lead, SD 57754  
(605)584.1100/877.428.5590  
Fax: (605)584.2209  
leadcoc@knology.net  
www.leadmethere.org

# The Director's Corner

Spring is here, and it is time to start gearing up for another summer tourist season. Customer service plays such an important role in the success of a business. It was once said "A customer is the most important visitor on our premises. He is not dependent on us. We are dependent on him. He is not an interruption on our work. He is the purpose of it. He is not an outsider on our business. He is a part of it. We are not doing him a favor by serving him. He is doing us a favor by giving us an opportunity to do so." Make sure that your summer help is giving the customer service that you would expect, and the customers deserve.

Summer brings many events and opportunities for you to get involved in the community. If you are interested in helping with any of the events throughout the summer or fall please email me at [chamberdirector@rushmore.com](mailto:chamberdirector@rushmore.com) or call at

584-1100. We are always looking for new ideas and fresh volunteers! This summer and fall we have the Mickelson Trail National Trails Day, 4<sup>th</sup> of July Gold Camp Jubilee Days, Neutrino Day, Two-day Car Auction, and Flavor of Lead. Plus, this year is the "Lead Live!" committee and they are bringing a monthly Lead Summer Market. It will happen the second Saturday of every month starting June going through September. Again anybody interested in helping please contact me.

The Lead Area Chamber of Commerce is hosting a Candidates Forum on April 5<sup>th</sup>, at the Historic Homestake Opera House at 6 pm. Election Day is April 12<sup>th</sup>, make sure that you get out and vote! For more information about the election please call the City of Lead at 584-1401.

Lastly, I would like to update you on the wonderful changes going on at the Homestake Visitor Center. We are

getting some new items in the gift shop, including more locally made products. The rearranging and cleaning is helping the shop look great for the busy season. Plus, we are finishing the basement, with the help of Jason Rakow Construction, to accommodate more offices and a great conference room.

We are going to continue to have tours this summer, so watch out for the slow Green and Tan Homestake Visitor Center Trolley strolling up Main Street!



Thank You, *Melissa*

## MEETINGS

**Chamber Board Meeting**  
Wednesday, April 20, 8:00 am  
First Interstate Bank-Lead

**Golden Gang Folding**  
Friday, April 29, 10:30 am  
Golden Hills Resort, Lead  
*Followed by lunch at the Copper Mountain Grill*

**Candidates Forum**  
Tuesday, April 5, 6:00 pm  
Opera House, Lead

**City Hall Mtgs.**  
Monday, April 4 & 18, 5:00 pm, City Hall, Lead

## SPECIAL NOTES OF INTEREST

### RIBBON CUTTING

**Northern Hills Dental**

Monday, April 4  
12:30 pm  
82 Dunmire, Lead  
*(behind Bernie's Car Wash)*

### ACTIVITIES/EVENTS

If a business or non-profit is having an event and would like it listed on our Website Calendar, please email Rhonda, include event name, date, time, location & contact. Email it by the 20th, it will be posted in next months Newsletter Calendar.  
assistantcoc@rushmore.com

## MEMBERSHIP INFORMATION

**Our All Time High Membership: 265**

Onsite Visitor Report  
*Month of February 2011*

Phone Referrals.....	1092
Visitors.....	456
Visitor Packets Sent.....	8
Relocation Packets Sent.....	0

Website Report  
*Month of February 2011*

Total Website Hits.....	2,467
Total Page Views.....	7,529

## COMMITTEE INFORMATION

**Interested in Joining a Committee...**

- Winter Fest
- Decorating Committee
- Annual Banquet
- Business Promotion Committee
- National Trails Day on the Mickelson Trail
- Black Hills Wine Festival
- Gold Camp Jubilee Days / Parade
- Neutrino Day
- Mile High Bike Fest
- Festival of Lead Celebrating Lead Ethnic Heritage

If you would like more information about any of these committees, please contact Melissa at [chamberdirector@rushmore.com](mailto:chamberdirector@rushmore.com) or (605)584.1100. These committees are a great way to get involved in helping our community and meet new citizens.

# APRIL 2011

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1 <b>Lead Library Endowment</b> Dwd Social Club 5-7 pm  APRIL FOOLS DAY!	2 <b>"Mrs. Alcox Christmas Promise"</b> Lead Armory 2pm
3	4 <b>NH Dental Ribbon Cutting</b> 12:30 pm  <b>City Hall Mtg.</b> 5pm	5 <b>Candidates Forum</b> Opera House 6pm	6	7	8	9
10	11	12	13	14	15  <b>TAX DAY!!</b>	16
17	18 <b>City Hall Mtg.</b> 5pm	19	20 <b>Chamber Board Mtg</b> First Interstate Bank 8am	21	22	23
24  <b>EASTER</b>	25	26	27 <b>Opera House "Silver Roots"</b>  <b>Admin. Professional Day</b>	28	29 <b>Golden Gang Folding</b> Golden Hills Resort 10:30 am	30

## 2011 Mixers

**May 12 (Thur.) 5-7 pm**  
First National Bank, Lead  
**June 23 (Thur.) 5-7 pm**  
Ponderosa Motor Lodge, Lead  
**July 1 (Fri.) 5-7 pm**  
**"4th July Gold Camp Jubilee"**  
Beer Tent, Manual Brothers Park, Lead  
**Sept. 13 (Tues.) 5-7 pm**  
Gold Dust, Deadwood

**Sept. 23 (Fri.) starts at 5 pm**  
"Flavor of Lead"  
**November/December ?**  
"Festival of Trees"



*Thank You for hosting  
a Mixer.*

Golden Hills Resort  
And  
VFW Black Hills Post #5969

## ADVERTISE IN THE CHAMBER NEWSLETTER

If you are interested in placing a Flyer in our monthly Newsletter, drop off 275-8 1/2 x 11 copies of your flyer, to the Chamber office by the 20th of the month. Your flyers will be included in the following month Newsletter. By using our Bulk Mail Permit, the cost to you is \$30.00.

Our Newsletter reaches over 275 Businesses and Members. This is a great way to promote your business.

For more information:  
(605)584.1100  
assistantcoc@rushmore.com.





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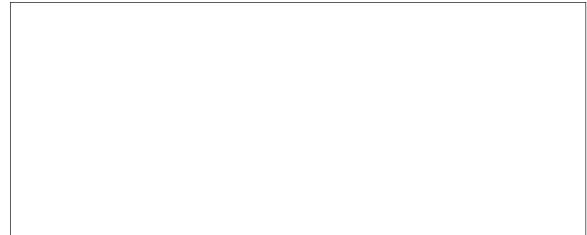
**LEAD AREA CHAMBER OF COMMERCE**

160 W Main St., Lead, SD 57754

Phone: (605)584.1100 / 1877.428.5590  
Fax: (605)584.2209  
Email: leadcoc@knology.net  
Website: www.leadmethere.org

*Return Service Requested*

*“The City with a Heart of Gold!”*



**LEAD CHAMBER  
BOARD OF DIRECTORS**

**President:** Joyce Christiansen  
**Vice President:** Lindsay Tieman  
**Secretary:** Chris Coolidge  
**Treasurer:** Dusty Pinske

**Members**

Tracy Island  
TJ Larson  
Chris Murray  
Bobby Rock  
Julie Stone  
Reid Stone

**Ex-Officio Member**

Dr. Dan Leikvold

**LEAD CHAMBER  
STAFF**

**Executive Director**  
Melissa Johnson

**Administrative Assistant**  
Rhonda Schaffer

**HOMESTAKE VISITOR  
CENTER STAFF**

**Executive Director**  
Melissa Johnson

**Gift Shop Manager**  
Judy Woodworth

**Office Manager**  
Jolene Rantapaa

# CHAMBER NEWS



## MICKELSON TRAIL WALK/RUN/RIDE

We are kicking off the Eighth Annual Mickelson Trail Walk/Run/Ride Event on Saturday, June 4, 2011, in conjunction with the National Hiking Society's "National Trail's Day"® "Made With All Natural Ingredients".

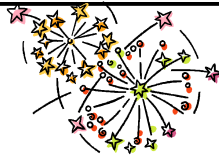
To give a quick overview; this event started eight years ago with the goal of promoting health in the community. We encourage children, adults, elderly, handicapped and anyone in between to join our event. It is a great way to get out and enjoy the Black Hills and the Mickelson Trail. Our event consists of a 5 mile walk/run or a slightly longer bike route, which starts at the Lead High School and ends at the Deadwood Trailhead.

We have three goals that we would like to achieve with this event: 1) To promote a healthy activity and encourage the community to join us; 2) Show support of the George S. Mickelson Trail by holding the annual walk on the trail; 3) Provide donations to our hosts: Historic Homestake Opera House and Northern Hills Alliance for Children. As an example, from the proceeds brought in last year we were able to donate approximately \$700 back to each organization for their support of the "National Trail's Day"® event.

We are asking for your support in making this event the best that it can be. Please reference the inserted form to review sponsorship levels. (The form can also be downloaded from our website [www.leadmethere.org](http://www.leadmethere.org) )

*Thank You for Your Support!*

**SAVE THIS  
DATE**



**Gold Camp  
Jubilee Days!  
July 2-4, 2011**

**LOOK FOR MORE INFORMATION TO COME.**

## Lead Area & City Maps

We are in the process of running another printing of the Lead Area and City Maps. Approximately, 22 spaces will be available for ads. Midwest Marketing, of Rapid City, will be contacting you to place an ad.

(If you would like to contact them: (605)716-5666.)

These spaces are going quickly.

We will have 10,000 full color maps printed. Distribution will be throughout Lead, Deadwood and Spearfish. Last year the map was very successful and it is our hope that this year it will be just as popular!

*Thank you to everyone for your continued support!*

## HISTORICAL DEADWOOD-LEAD ARTS COUNCIL

## MORE COMMUNITY NEWS

The Historic Deadwood Lead Arts Council will be sponsoring a Lead/Deadwood "Golddigger" sports photography contest during the 2010/2011 school year. Awards will be given for best photograph in each sport (i.e.: football, volleyball, golf, cross-country, wrestling, dance, soccer, basketball, etc.) and one award for best overall photograph. There will be an amateur and professional division. An exhibit featuring the photography entered will be held in the HDLAC Art Gallery during the month of July. There will be a \$5 entry fee and photographs need to be submitted to HDLAC before the end of the school year in May. Judging will be based on creativity and originality. For more information, please call 584-1461. [www.deadwoodleadartscouncil.com](http://www.deadwoodleadartscouncil.com)

# COMMUNITY NEWS

## THE SOUTH DAKOTA HOUSING DEVELOPMENT AUTHORITY IS SEEKING NOMINATIONS FOR THE PAINT – SOUTH DAKOTA 2011 CAMPAIGN

June 4, 11, 18, 25

A qualify home to qualify:

The home must be a single family, owner-occupied residence in need of painting

The owner should be physically or financially unable to paint their home

Application Deadline: April 8 (Friday)

Anyone interest in organizing a group of volunteers to paint, can participate.

Submission of a program application is required, call (605) 773-7603 or print a copy at:

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

### Paint the Town

Accepting applications for Paint the Town. NeighborWorks® is looking for applicants in Spearfish, Lead, Central City, Deadwood, Sturgis and Rapid City that need help painting their home. Homeowners must contact Sharon at NeighborWorks® Dakota Home Resources by April 10th, 2011 to be eligible for consideration

NeighborWorks® Dakota Home Resources is a private non-profit organization that works to assist families with their dream of homeownership and revitalize communities to improve the quality of life. NeighborWorks has sponsored Paint the Town since 1994. Paint the Town helps selected residents receive a fresh coat of paint on their homes. The event is co-sponsored by South Dakota Housing Development Authority's "Paint South Dakota" program and the Deadwood Historic Preservation and has been held in the communities of Central City, Deadwood, Edgemont, Hot Springs, Lead, Spearfish, Sturgis and Rapid City. Since 1994, volunteers throughout our communities have painted 80 homes. Homes will be painted in June.



If you, or anyone you know, needs assistance with painting their homes please contact NeighborWorks® Dakota Home Resources before April 10th, 2011. Application available online at [www.neighborworksdhr.org](http://www.neighborworksdhr.org)

For more information on the Paint the town or any other programs that NeighborWorks Dakota Resources offers please contact:

NeighborWorks® Dakota Home Resources \* 795 Main Street, Deadwood SD 57732 \* 605-578-1401

## Historic Homestake Opera House

Upcoming Events 2011

**April 27** Silver Roots - Juilliard graduates Shawn Wyckoff

(flute) and Maria Millar (violin)

**May 6-8 & 13-15** "Sound of Music" (Musical)

**July 16** Hank Harris & The Hegg Brothers - Fund Raiser

**July 23** Nina McIntire - Concert Pianist

**September 24 & 25** Marquee Series

Children's Play

**November 17-20** "The Nerd"

Plus many, many more. The schedule is always expanding. For up-to-date information, visit [www.leadoperahouse.org](http://www.leadoperahouse.org)



The winter/spring session is underway with lots of great classes available now!

For more info and to register: online at [www.elccommed.org](http://www.elccommed.org) with debit/credit card.

(Stop by the Chamber to pick up booklets and register online.)

Call 394-5120 or 1-800-518-0511 in SD

## Northern Hills United Way Campaign Kickoff

Thursday, September 15, 2011  
Holiday Inn of the Northern Hills, Spearfish  
11:30am-1pm

Tickets will be \$15 or \$120 for a table of 8.

Come witness the vast display of community support and learn how you can join in the LIVE United Movement.

## 2011 CALENDAR OF EVENTS

### Year Round

Historic Homestake Opera House Performances, Lead 584-2067

### January 8

Snowshoeing 584-3896

### January 21, 22

WinterFest 584-1100

### March 4-6

Mardi Gras-Dwd 578-1876

### February 5, 26

Snowshoeing 584-3896

### February 25

Lead Chamber Annual Banquet 584-1100

### March 17, 19

St. Patrick's Day-Dwd 578-1876

### May 16-21

Tri-City Clean Up 548-1401

### May 20-22

Free Fishing Weekend/State Parks Open House 584-3896

### June

Paint the Town/National NeighborWorks Week Lead/Deadwood/Central City 578-1401

### June 4

National Trails Day on the Mickelson Trail Walk/Bike Ride Lead/Deadwood 584-1100

### June 5

Deadwood Mickelson Trail Marathon / Jerry 642-2382

### June 11

Lead Live!

### June 17, 18

Wild Bill Hickok Days Deadwood 578-1876

### June 18

•The Big Mick-Century Ride 745-3463  
•Treasures, Trash & Cash Lead/Deadwood/Central City 578-1401

### July 2

75th Anniversary Shrine Circus Dwd / Paul 584-1849

### July 4

Gold Camp Jubilee Parade & Fireworks, Lead 584-1100

### July 3

Mile High Car Show Lead 584-1100

### July 9

•Lead Live! 722-2164  
•Neutrino Day, Lead 722-8650

### July 26-30

Days of '76 Deadwood 578-1876

### July

CASA Spearfish Canyon Half-Marathon & 5K Walk, Lead 722-4558

### August

Mile High Bike Fest 584-1100

### August 9-15

Sturgis Rally [www.sturgis-sd.org](http://www.sturgis-sd.org)

### August

Mickelson Trail Mile High Poker Run, Northern Hills Family Recreation Center 584-1113

### August 13

Lead Live!

### August 14

Leading Ladies Marathon 642-2382

### August

CASA Benefit Auction 722-4558

### August 25-28

Kool Deadwood Nites Dwd 578-1876

### August 27

Classic/Collector Car Auction Lead 584-1100

### September 10

Lead Live!

### September 16, 17

Deadwood Jam 578-1876

### September 16-18

14th Annual Mickelson Trail Trek Black Hills Trails Office 584-3896

### September 23, 24

Flavor of Lead 584-1100

### September 30-October 1

Oktoberfest, Deadwood 578-1876

### October

Warm & Safe Awareness Day Deadwood 578-1401

### October

Kidweid NeighborWorks 578-1401

### October 29

Deadweird Dwd 578-1876

### November-December

People's Exhibit Deadwood/Lead Arts Council: 584-1461

### November or December

Festival of Trees Historical Homestake Opera House Lead 584-2067