

# LEAD ME THERE

Lead, South Dakota

## New Board Members Installed



-Sierra Ward  
The board of the LACC/SLHVC recently had two resignations from Chris Murray and Dixie Pengra. We are sorry to see them go and appreciate their years of service on our board. Their replacements will serve the remainder of their term (ending in 2019). Please welcome Carol Oolman and Moses Ward\* to the board.

### Carol Oolman

I moved to Lead in 1998 with my husband Jon and two girls, Sarah and Jen. I agreed to join the board because I have always seen great promise in the future of Lead’s beautiful main street and business community! We have been very fortunate after 20 years of a dream of opening a business here to find the perfect fit on Main Street to open Miners and Merchants Trading Post. Since starting the process of opening we have been so thrilled with the community support and support of our fellow Lead businesses. Our one goal with being a member of the chamber board would be to increase the amount of special events in town and finding ways to increase foot traffic in town by tourists and more importantly local traffic. Let’s prove to everyone that our Main Street can thrive and create a community that people want to visit!

### Moses Ward

**Why did you agree to be on the board?** This is a great opportunity to be a part of two great community organizations that impact Lead in a very positive way every single day.

**How long have you lived in Lead?** My family and I recently returned two years ago but I grew up here and have lived here for most of my life.

**What do you love about Lead?** There is so much to love about Lead. The history of Lead is unique and incredibly fascinating, and our



future is infinitely bright. It is a wonderful time to live in Lead!

**What would you like to see improved in either/both orgs?** I would like to see the LACC continue to build its membership base and find new ways to be of service to the community. I also would like to see the SLHVC continue to give our guests a world-class experience and work with our partners to create new and exciting exhibits and attractions.

**Why do you value the LACC / SLHVC?** Both organizations have important roles to play in shaping the future of Lead. The LACC has always been an integral part of our business community and has an even more important part to play in supporting and sustaining our membership and in creating and developing new opportunities. The SLHVC provides us an opportunity to partner with Barrick Gold/Homestake and the South Dakota Science & Tehcnology Authority and give visitors an exciting and comprehensive look into our past and our future.

**What one goal would you like to see achieved?** I have a list about a mile long for each organization, but they all involve bringing more people, more business and more prosperity to Lead.

**What is your business background?** For the last ten years, I have been an independent business consultant, I also own and operate a digital marketing agency with my beautiful and talented wife Deana.

**Anything new you'd like to see happen in Lead?** I would love to see some form of a business incubator and additional commercial space be developed. I would also love to see some additional experience-based exhibits and attractions at the SLHVC.

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\*In answer everyone’s burning qesiton, no, we’re not related.

## Member Spotlight: Fish ‘N Fry Campground



**Gary and Michele (Kelly) Schleuning** are the owners of Fish N Fry Campground located six miles south of Lead on Highway 385. This summer they are celebrating their eleventh season as owners, and the campground is celebrating 60 continuous years of business in the Black Hills (every 60th fish caught this year is free!).

As longtime residents of South Dakota they have a deep love for the Black Hills. Gary grew up in Sturgis and then served in the Army, and Michele was an Air Force brat, living everywhere from Alaska to Germany. However, her father requested Ellsworth AFB, and she ended up graduating from highschool in Rapid City.

During their time living in other states while in the Army, the Schleuning family returned to South Dakota annually on camping vacations because its always been home. When Gary decided to leave military life, the family was residing in New Jersey and longed for a way to return to the Black Hills. A chance meeting with someone wearing Black Hills Gold in New Jersey lead to a job opening at Ellsworth for Gary, and the family joyfully returned to South Dakota.

Gary worked for GTE and Wells Fargo, while Michele served as a teacher, principal and superintendent of schools after earning her doctorate degree. When Gary grew tired of the corporate world, he decided to buy a business, specifically a campground. After Michele realized he wasn't just having a midlife crisis, she joined Gary for the search for the perfect place, and the rest is history!

Campground ownership has its joys and challenges, just like any other business. The Schleuning's love working with guests and helping them get out and see all the area has to offer, and who can complain about getting to live and work in the Hills? Fish N Fry is more than just a campground and cabins - there is a cafe and fishing pond that is open to the public. There is always something to keep the owners and their amazing staff busy!

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See more information about the campground and the cafe hours here: <http://www.fishnfrycampground.com>

## AUGUST CHAMBER MEMBERS

### Thank You to NEW BUSINESS MEMBERS

-Edward Jones, Melissa Hampton

### Thank You NEW INDIVIDUALS MEMBERS

-Clydie Douglass & Scott Pennock, Mary Ommen

### Thank You to RENEWING MEMBERS

Northern Hills Recreation Association  
Century 21, Deadwood // CAT Scratch Studios  
Kevin & Faunille Cummings // Dakota Shivers Brewing  
Deadwood Elks Lodge // Deadwood Gulch Resort  
First Gold Hotel & Gaming // Whitetail Creek Resort  
Hickock’s & BB Cody’s // Jacobs Welding & Machining  
Johns & Kosel, Attorneys at Law // Lead Country Club  
Evelyn Murdy // Shepherd of the Hills Lutheran Church

*We’re so happy you’re a part of everything we do!*





# Aspire Boutique Hosts Mixer



Sarah Larson and Linda Rowe, co-owners of Aspire Boutique on Main Street hosted a lovely summer mixer on July 18th. We were all thankful the weather cooperated! People enjoyed visiting the shop, and several said they'd never been inside. Gift certificates were drawn for El Jefe's and the boutique. Thanks to everyone who came to support Sarah and Linda! Want to host a mixer in 2020? Call Sierra 584-1100



It's already time to start thinking about our next big events! Join us as we talk about ideas for Shop Local, Christmas, Holiday & Winterfest! Tuesday, September 24, Miners & Merchants sTrading Post at 5pm.



A few of the lovely pictures from Gold Camp Jubilee. Top: two pictures of the Davis Ring (taken on 7/4) demonstrate the weather's nuttiness. Above: The Handley Recreation Center hosted a wonderful volleyball tournament and teams played despite the weather. PC: CJ Yushta  
Left: Danny's Plumbing Service's float was a huge hit with the "King of Thrones" theme. PC: Hannah Bolinger

## JOB OPENINGS

### Deadwood History Inc. Jobs:

**TOUR GUIDE** - The Tour Guide is responsible for providing an exceptional and meaningful tour for visitors at the Historic Adams House. This position is seasonal.  
**VISITOR SERVICES ASSOCIATE** - The VSA is responsible for providing high quality customer service to visitors of the museums and stores operated at the Adams Museum and Days of '76 Museum. The position is seasonal. - To apply to either of these jobs, please email a cover letter, resume and three work related references to April Hoover, Human Resource Director, april@deadwoodhistory.com

### Sanford Lab Homestake Visitor Center

**TOUR GUIDE** - Looking for someone who is available to work into mid-October. We would love someone who is retired, just wants to work occasionally, and who won't have to leave us to return to school! Please call Donna at (605)584-3110.

The **2020 Census Bureau** is looking to fill positions. See <https://2020census.gov/en/jobs> for more information and to apply.



**125th All-School Reunion, Fri & Sat, June 26-27, 2020**

See schedule and register here: <https://www.lead-deadwood.k12.sd.us/125th-all-school-reunion>



# FROM THE DIRECTORS

**Donna Job**, Executive Director, Sanford Lab Homestake Visitor Center  
Greetings from Sanford Lab Homestake Visitor Center

Our two biggest events of the summer have passed and we are now busy visiting with our summer-time guests, educating each visitor on Lead's mining past and its science future.

**The Fourth of July** was a fabulous event - even though it took two tries to fit in those amazing fireworks. Nature provided her version of fireworks on the Fourth - our parking lot was entirely lit up by some of those spectacular lightning flashes! The Chamber's fireworks display on July seventh was impressive, as always, and we were thrilled that some of our tourists were able to change their travel plans and stay a few days longer to see the Open Cut illuminated by fireworks.

**Neutrino Day** on July 13th was also a record-breaking event: nearly 1700 guests participated in the free 1-day science festival. The culmination of the day at the Historic Homestake Opera House, featuring the Legend of the Northern Lights was so moving - it brought back wonderful images of the aurora that I witnessed first-hand on nearly a daily basis when I lived in North



Pole, Alaska. To hear the Black Hills Symphony Orchestra and to see the film by Dr. Jose Francisco Salgado was truly impressive. The HHOH was filled to capacity and I heard nothing but rave reviews. (Pictured above are some of our staff in the Davis Ring). Be sure to mark your calendar for July 11, 2020 - next year's Neutrino Day.

As always, we welcome you to bring your company into SLHVC. It is the perfect stop for any visit to the northern Black Hills.



**Sierra Ward**, Executive Director, Lead Area Chamber of Commerce  
(Photo of parade watchers battling rain by CJ Yushta)

I was standing on Main Street, waiting for the parade, in one of the biggest rain storms of the summer yet, being drenched by huge pelting drops. (We ended up getting almost five inches of rain in two days.) 2019 will go down in the books as one of the weirdest Independence Days in memory for most people - rainy, foggy, sunny, foggy again and cold with a tornado warning and huge thunderstorm.

The Fourth of July is one of the Chamber's biggest events of the year (and for many places in town the biggest business day). It involves planning the entertainment and music, organizing the vendors, the VIP party, a new event this year - the Yahtzee Run, the Airforce flyover, ordering, paying for, and coordinating the fireworks, organizing and wrangling the parade through three towns, and being available for general questions and assistance. Here we were in just awful weather. I could have stood there and cried but as the rain intensified and the marching band from Minnesota swarmed to cover in the visitor center, all I could do was laugh. Like the annual banquet that fell on a

day with one of the biggest storms of the season - we just had to persevere. Despite, and maybe because of, the crazy weather I think it makes life more memorable! And I could honestly say that in spite of the weather everything had gone off great!

We had our VIP fireworks fundraising party on at the Visitor Center even though we had to postpone the fireworks for three days, past when most of the tourists would be able to come back. But they were happy enough to watch nature's fireworks. We did have a second much smaller party on the deck overlooking the open cut and I did tear up this time. Fireworks are truly beautiful, and watching them together with what amounted to a town block party made me so grateful for Lead and for an event that all told, went off spectacularly well despite everything being thrown at us. I am thankful to the many people who shared ideas, wisdom, and just plain old time and help with me. I learned so much about so many aspects of this event, and am confident 2020 will be a year not to be forgotten - but hopefully not for the weather! "Life doesn't get easier or more forgiving, we get stronger and more resilient." ~ Steve Maraboli

Thank You to the Lead Area Chamber of Commerce  
**2019 ANNUAL SPONSORS**



The focus of the last Lead Live of the summer is appreciation for our first responders and military! Vendors, music, food, cheap beer and lots of fun! -Your Friendly HRC Board

## AUGUST MIXER

We're throwing our August mixer in conjunction with Lead Live! Come out on Tuesday, August 13th from 5-8 and visit our Chamber Booth. Chamber members get two free drink tickets at our booth to use at the beer tent. Come enjoy our monthly party and support this awesome local event!

## WANTED: MIXER HOSTS

We're booking mixers in 2020! Normally these parties happen on the third Thursday of each month from 5-7pm, though there is flexibility. The hosting business provides drinks and appetizers. You can count on 40-75 people attending. A great chance to promote your business.



AUGUST 2019

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
28	29	30	31	1 3pm Pie Social @ MBP*	2 Sturgis Rally	3 Sturgis Rally 9am Northern Hills Prospectors @ SLHVC*
4 Sturgis Rally	5 Sturgis Rally 5pm City Comission Meeting @ City Hall	6 Sturgis Rally	7 Sturgis Rally 7pm Rod & Gun Club Meeting	8 Sturgis Rally 3pm Pie Social @ MBP*	9 Sturgis Rally	10 Sturgis Rally
11	12 10am Alcohol Inks Workshop @ L/D Arts Center	13 5pm LEAD LIVE! Aug. Chamber Mixer @ MBP*	14	15 3pm Pie Social @ MBP*	16 12pm History on the Lawn: Tootsie @ Adam's House	17
18	19 5pm City Comission Meeting @ City Hall	20 6pm CRISPR talk with L. H. Draken @ SLHVC*	21 8am LACC/SLHVC board meeting	22 Kool Deadwood Nites 3pm Pie Social @ MBP*	23 Kool Deadwood Nites	24 Kool Deadwood Nites 10am Kool Deadwood Nites Poker Run @ SLHVC*
25 Kool Deadwood Nites	26	27	28	29 3pm The Last Summer Pie Social @ MBP*	30	31
1	2 LABOR DAY!	3	4	5	6	7 9am Northern Hills Prospectors @ SLHVC*

\*MBP - Manuel Brothers Park // \*SLHVC Sanford Lab Homestake Visitor Center

**Lead Area Chamber of Commerce**  
Sierra Ward, Executive Director  
sierra@leadmethere.org

**Mission** To promote and enhance to opportunities for its membership and the community; to encourage the growth of existing industries and businesses while giving all proper assistance to any new firms or individuals ... to encourage and promote a positive, balanced and vibrant local economy...

**Sanford Lab Homestake Visitor Center**  
Donna Job, Executive Director  
donna.job@sanfordlabhomestake.com

Staff: Tress Pich, Judy Woodworth, John Moreno, Amanda Schrier, Satchel McGuire, Ryan Buorgo, Oliver Burgoyne, Amanda Stock, Wayne Karpinen, Butch Oien

**Mission** In a financially sustainable way to communicate the story of Lead's past, present, and future and to communicate the story of Sanford Lab and its science...

**Board of Directors**  
TJ Larson, President  
Duston Morehead, Vice President  
Anne Rogers-Popejoy, Secretary  
Karen Kean, Treasurer  
Scott Engel  
Mike Headley, ex-officio  
Kathy Jurgens  
Matt Klein  
Dan Leikvold, ex-officio  
Carol Oolman  
Moses Ward

Save the Dates

For more information and details visit our website [www.LeadMeThere.org](http://www.LeadMeThere.org) or call 584-1100

**August (not listed on Calendar)**  
4-9 - 7-11am, Biker Pancake Breakfast @ Trinity United Methodist - all welcome

29 - Golden Gang Newsletter folding @ Sanford Lab Homestake Visitor Center, classroom

**September**  
11 - 5pm, Create & Cultivate - Strategic Planning with Lori Frederick

19 - 5-7pm, Chamber Mixer @ TBD

24 - 12pm, Golden Gang Volunteer Luncheon @ TBD

24 - 5pm, Winterfest/Christmas/ Holiday Event Public Planning meeting @ Miners & Merchants

**October**  
18 - 5:30pm, The Science of Beer & Food

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This Calendar of events is for things going on with our organization and our members. If you have something that is open to the public and you want it to be on this calendar please submit before 3rd Friday of month.

PRESORTED  
STANDARD  
US POSTAGE  
**PAID**  
Lead, SD  
Permit No. 2



Catastrophe or Solution to All Man's Woes?

An evening with author L. H. DRAKEN  
*Join us for a talk about emerging science,  
critical discussion and refreshments*



Tuesday, August 20, 6pm  
Sanford Lab Homestake Visitor Center

Sponsored and supported in part by these organizations:



A few years ago biologists discovered a tool that allowed them to intricately edit and re-write DNA. But where will CRISPR gene-editing technology take us in the future? How will it affect human evolution and the way our race develops? What sorts of moral and ethical issues are we facing with the application of technology? Are we witnessing the last generation of 'natural' born children? Will our grandchildren be edited not just to remove problematic cancer genes and defects, but also for height, eye color and intelligence?

In November 2018, a Chinese scientist, He Jiankui, announced

the birth of twin girls. He had used CRISPR to edit their DNA making them the first gene-edited babies to be born. The internet exploded with criticism that he had violated common moral procedure.

Lawrence Draken's background is in high energy physics, but she approaches this topic like a science reporter and writer. Draken published The Year of the Rabid Dragon, a mystery set in Beijing, China, in late 2018. The book explores some of the complicated questions Draken will be discussing in this talk. Join us for the presentation and stay afterwards for refreshments and reception.

Lead Area Chamber of Commerce  
Sanford Lab Homestake Visitor Center  
160 West Main Street  
Lead, SD 57754

