

LEAD ME THERE

Lead, South Dakota

Annual Banquet Is a Snow Bomb of a Success

Sierra Ward - The Annual Banquet is a joint event for the Lead Area Chamber of Commerce and the Sanford Lab Homestake Visitor Center (SLHVC) since we are sister organizations and share a board of directors. It was held at the SLHVC.

It was a tough call to decide whether or not to proceed with the event which was scheduled at the tail end of a bomb cyclone that didn't seem to want to quit. Despite the snow, we decided to pin it on catering - if Cheyenne Crossing could perservere, by golly, so could we! Very little stops Dave Brueckner, and he said if we wanted to go ahead he'd gather his staff and prepare. We pulled the trigger and agreed to go ahead with our plans. A few people from Rapid were deterred but not all of our Rapid guests, and several braved the elements to be attend. Most other events in the area canceled and we ended up getting extra RSVP's to fill the vacant spots. All told we had over 77 people attend.

Guests were greeted and changed into their dress shoes. Cheyenne Crossing had a wonderful Tex-Mex spread for the appetizer hour. The tables were assigned neighborhoods and in the welcome I explained that our theme was Flavor of Lead. My hope is to bring that event back, but in the meantime we should use every opportunity to

celebrate our heritage and origins. VFW's chaplain from post #5969, Pastor Will Anderson, opened the evening with an invocation and the Pledge before guests enjoyed the food from Cheyenne Crossing, a German spread, an English table, and an Italian table. Board President, TJ Larson, opened his introduction with a few culturally themed Ollie and Sven jokes. Donna Job, Executive Director of SLHVC, gave a report on the past year and I gave a speech about how proud I am to live and work in such an enthusiastic community. Our future is so bright and it's no mistake that this crowd was enthusiastic enough to show up in a blizzard!

Daniel Ward M.C'd the live desert auction which was a rousing success and the money raised help pay for the event.

Afterwards the magazine was unveiled and the Annual Awards were distributed.

We again want to thank our event sponsors, Sanford Lab and Servall for the table linens and cloth napkins. The other vendors that helped us are Bloomers Flowers and Lynn's Dakotamart. The true star of the night though was everyone who sees the bright future of Lead and supports it with their encouragement and enthusiasm. Lead is a great place because of its people!



Annual Award Winners

There were so many amazing businesses that opened in Lead this past year, and so many others who did so much to improve their businesses,involved themselves with the community and donated their time, money and energy to make Lead "Miles Beyond Ordinary!" The Annual Awards attempt to recognize a few of those people, though everyone nominated was so desserving! Congratulations to all!

Thomas J. Grier Award
An individual who has demonstrated a positive impact on Lead through their efforts in volunteering and other community service. We are honored to have Oz Enderby as a member of our community. (Pictured at second from left.)

Lead the Way Award
A business that has demonstrated their belief in the future of Lead by making a significant investment in their business in the past year. Congratulations to Whitetail Creek Resort! (Pictured at far left.)

Miles Beyond Ordinary
A new business that has shown grit,

courage and innovation in starting. Everyone's favorite Mexican cantaina: El-Jefe's Fresh Mex Cantinal (Unfortunately unable to attend.)

Phoebe Hearst Education Award
An individual who exhibits excellence in education and who inspires those whom they serve. Whose time and committment is invested in shaping those around them. Many thanks to Donna Job for all she does and has done for Lead. (Not pictured.)

Business Member of the Year
An organization that has exhibited commitment and help to the Chamber and community. A key player in our community: Lynn's Dakotamart! (Previous General Manager, Chris Murray at center and new GM, Steve Ralston second from right.)

Chamber Champion of the Year
An individual who has gone above and beyond to promote the Chamber its mission. Thank you, Joyce Carsten for everything you have done and will continue to do for us! (Pictured at far right.)



Clockwise from Top Left: Guests arrive. Daniel Ward prods guests to bid up - this Rumchata Cheesecake made and donated by Sarah Carlson sold for \$170. The tables sported neighborhoods. The Black Hills Energy table: Kirk Power Plant. Right: Joanna Berg (not pictured) and Portia Corbin displayed desserts for guests to view during the auction. Left: Donna Jensen, Sierra Ward, Anne Rogers-Popejoy and Sarah Carlson ham it up in their dresses. Marsha Nichols from BHE and her husband Mike Nichols from First Interstate Bank. The German table. Many thanks to Sarah Carlson & Evan Ward for these pictures.



2019 Lead Magazine Unveiled



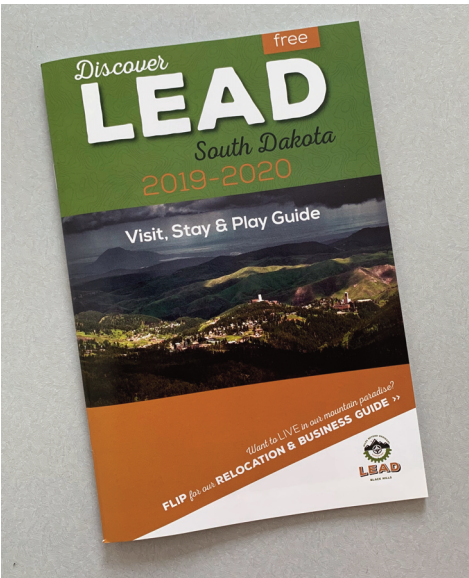
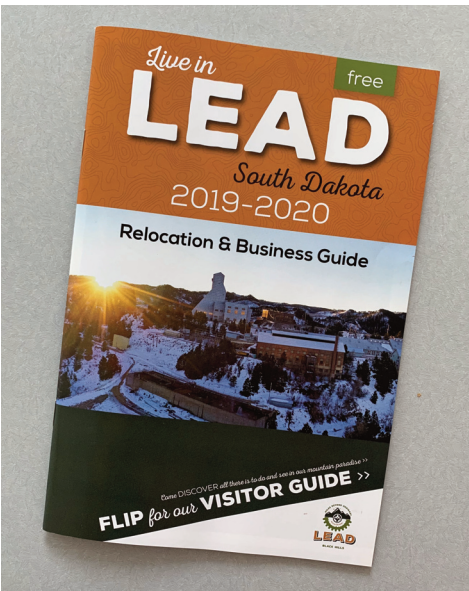
Honored guests at our Annual Banquet - Mike Nichols (left) and Chris Yushta (right) the two cover photographers. We are honored to showcase their amazing talent.

Sierra Ward - We are thrilled to release the 2019 Lead Magazine! This was a labor of love from cover to cover. Done in house, the magazine celebrates not only tourism but also the fact that we have so much business and industry in our town. With a population of over 3,300 and offering services for Central City and Deadwood, Lead is an important place in the Northern Hills. The one side of the magazine features information about visiting and tourism - with quick information about where to eat, stay and what to do seasonally, including some sample itineraries for day and weekend trips.

The flip side features information about relocating to our mountain paradise with information for families, housing, industry, city information and taxes. The 2019 Chamber Member directory is featured in the middle of the magazine.

Our goal is to make it a great resource not only for visitors but also for residents and future residents. Sometimes we all need reminding about what's going on and all that our community offers. Thank you to everyone who contributed and helped make this such a success!

Grab a copy at the Sanford Lab Homestake Visitor Center. Want to stock the magazine at your business or organization? We'll bring a box!



MEMBER SPOTLIGHT GOLDEN HILLS LODGE

Sierra Ward - After over two years of sitting completely empty, the old hotel, previously named Copper Mountain Resort, has sold to new owners. The company, Sinraj Inc. based in Laramie, Wyoming has many hotel properties and is excited about their new adventure in Lead. Raj Patel, who was here representing the group closed on the hotel on Monday, April 15. He is pleased to be joining such a vibrant community and excited about Lead's future. His team will be doing lots of work to hopefully get several floors ready for the summer season before a major overhaul in the future. The community is beyond thrilled to see someone make such a large investment in our town and we look to supporting their future. The new owners are naming the hotel Golden Hills Lodge. We love this throw back to the past.

Facebook was abuzz with congratulations to the new owners:

"Whoo-hoo!" Great News! Welcome Raj." -Betsy Carbo
"Welcome to Lead, SD Raj Patel from Wyoming! All the best to you on this new adventure!" -Laura Taylor
"Oh how awesome! This makes me happy!!" -Linda Shivers
"It's so exciting to see all these wonderful things happening in Lead. Raj



is a very nice young man and when you see some of the great properties that he and his family own, you know they are going to bring this hotel back to something spectacular. Welcome to town!" -Karen Kean
"Awesome! Congratulations! So much potential! Feeling really excited! I big gap in Lead has been filled!" - Joyce Carsten
"Yay! So thankful someone is finally doing something with this building! Welcome to the chamber!" -Corttnee Schmidt
"I worked at the hotel when it first opened and I hope the new owners can return it to its glory. It was such a fun and wonderful place to work!" -Susan Carr
"Welcome!" -Wayne Karpinen

JOINT MAY MIXER



WHEN: Thursday, May 23 from 5-7pm
WHERE: Powderhouse Pass Clubhouse
In conjunction with Cheyenne Crossing and the Deadwood Chamber

THE GOLD CAMP PLAYERS PROUDLY PRESENT
THROUGH SPECIAL ARRANGEMENT WITH MUSIC THEATRE INTERNATIONAL (MTI)

Oliver!

Lionel Bart's Musical

DIRECTED BY DAVE SCHERER WITH MUSIC DIRECTION BY JACQUE BRATCHER

MAY 3-5 & 10-12
FRI & SAT 7PM - SUN 2PM
\$20 ADULTS - \$15 MEMBERS - \$8 STUDENTS
FREE ADMISSION TO CHILDREN 6 AND YOUNGER.

KEVN
Black Hills FOX

THE STREETS OF VICTORIAN ENGLAND COME TO LIFE ON OUR HISTORIC STAGE!

HOMESTAKE OPERA HOUSE
A THEATER BUILT BY A GOLD MINE
HomestakeOperaHouse.org
313 W. Main Street, Lead, SD
605-584-2067

Support for the HHOH is provided in part by annual members, the City of Lead, and the Adams-Mastrovich Family Foundation. This program is supported in part by the SD Arts Council by the SD Dept. of Tourism through the National Endowment for the Arts. The HHOH is an equal opportunity provider & employer.

All authorized performance materials are also supplied by MTI, 423 West 55th Street, New York, NY 10019. Tel.: (212) 541-6884 Fax: (212) 397-4684 www.MTIShows.com

FROM THE DIRECTORS



Donna Job, Executive Director, Sanford Lab Homestake Visitor Center
Pictured at right receiving Phoebe Hearst Educaiton Award from Dan Leikvold.

Greetings from SLHVC! Most of our snow on the back deck has left us and my thoughts are turning to the summer tourist season and firing up our Trolley!

May is already promising to be very busy with school field trips and some busses. One of my favorite groups is Road Scholars—a group that comes nearly every Monday—with mostly retirees and other people who want to continue the joy of learning. I set up “school” in the classroom, complete with handouts, pens, and books that we sell. These visitors are in awe of the Open Cut and love hearing about HMC and the transition into the Sanford Underground Research Facility. After about 30 minutes (I keep them awake by quizzing them—right answers receive tiny boxes of Nerds candy), we stroll through the Observation Deck, where we talk about the geology and, of course, the tiny pink survey shack! Then, it’s on to the Exhibit Hall where I describe the amazing 3-D aerial display, the cage, and all things neutrinos. The Road Scholars always have great questions for me—I give everyone a business card so they can email me later. Sometimes the questions are very scientific, so I forward those questions to my physicist friend at SURF, Dr. Mark Hanhardt. Each Road Scholars group is different and I love educating them on Lead’s mining past and science future.

I was also very honored to receive the Phoebe Hearst Award at our Annual Banquet. Teaching is truly my passion—thank you so much!

Thanks for shopping local and be watching for the bright green trolley to be cruising through Lead within the next few weeks.

Sierra Ward, Executive Director, Lead Area Chamber of Commerce
Pictured at left.

May! And with it the realization that summer might actually come back again this year and we might actually make it there.

If you didn’t know this about me, I’m a planner. I have a big year long dry erase calendar in my office so I can see the whole year (and now January-March 2020) on my wall. I enjoy anticipating things.

Most people tend to agree that having fun exciting things in our future gives us pleasure. As working adults summer doesn’t include a lot of leisure time free from our normal responsibilities. And for many of us here where so much of our livelihood depends on tourism, it might even involve working harder than in any other season.

But in any case summer involves just 12-15 weekends, which suddenly makes it seem just as short and time bound as it really is. How will you make it special? How will you break your routine? Sometimes it doesn’t have to be very complicated to make it feel different. And a sense of difference helps when we remember time. Part of why time seems to go so quickly is that it’s so similar to every other part of our life. But making things different helps us remember them, and stretches it out and keeps our short life from feeling like we blinked and it was over.

What if you took these next few months to do something different once a week. What if once a week you made an effort to meet a different friend for lunch? Maybe a family meeting is in order to be sure you do things that are special to each member. With so few weekends, it’s important to make sure they get used to their fullest potential!

If you haven’t already signed up for my weekly email let me know and I’ll add you. I send out a letter every Thursday talking about everything that’s going on (that I can think of, or know about). Lead is a super active place and people are always doing lots of things.

How will you plan your summer? I’d love to hear your ideas! Or if you want to get on the email list send me a line: sierra@leadmethere.org

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



There’s still time to get your annual membership in, with lots of benefits and perks! Interested in sponsoring a specific event instead (Gold Camp Jubilee?) Call Sierra to find out more (605)584-1100

Thank You to NEW BUSINESS MEMBERS

- Miners’ Tin Cup
- Golden Hills Lodge

Thank You to NEW NON-PROFIT MEMBERS

- St. Patrick’s Catholic Church

Thank You to NEW INDIVIDUAL MEMBERS

- Moses & Deana Ward
- Ron & Zale Doering

Thank You to RENEWING MEMBERS

- Joan Irwin
- Jim & Beth Jeffery
- Mack’s Auto Body
- Recreational Springs Resort

Thank You to RENEWING NON-PROFITS

- Broken Boot Gold Mine

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

Gold Camp Jubilee 4TH OF JULY

**SPONSORS
NEEDED**

7/3-7/7/2019

- gold - \$5,000
- silver - \$2,500
- bronze - \$1,000
- copper - \$500
- tin - \$250

ADVERTISE WITH US

Want to place an ad in the newsletter?
\$35/space - which helps offset the costs of production and printing. We reserve the right to decide how big, where and when it will run.
Sierra@LeadMeThere.org

MAY 2019

Save the Dates

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
28	29 5pm City Comi- sion Meeting @ City Hall	30	1 7pm Rod & Gun Club Meeting	2 12pm Preserva- tion Thurs Dead- wood History	3 7pm Oliver! @ HHOH*	4 7pm Oliver! @ HHOH*
5 2pm Oliver! @ HHOH*	6	7	8 9am Create & Cultivate: Mutch Usera @ SLHVC*	9 5pm Deep Talks @ SLHVC*	10 5pm Library Fundraiser 7pm Oliver! @ HHOH*	11 11am Fly Fishing Workshop 7pm Oliver!
12 2pm Oliver! @ HHOH*	13 5pm City Comi- sion Meeting @ City Hall	14 3pm Ribbon Cut- ting: Miners & Merchants	15 8am Board Meeting @ SLHVC*	16	17	18
19	20	21 6pm 4th of July Planning Meeting @ SLHVC*	22	23 5pm joint mixer @ Powderhouse Pass Clubhouse	24 5pm Newsletter deadline	25
26	27 Memorial Day	28 5pm City Comi- sion Meeting @ City Hall	29	30 10:30am Golden Gang Newsletter Folding	31	1 9am Northern Hills Prospectors meet @ SLHVC
2 Mickelson Trail Marathon & Half Marathon	3	4	5	6	7	8

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 it before the third Friday of the month.
*HHOH - Historic Homestake Opera House *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 busi-
nesses while giving all proper assis-
tance to any new firms or individuals
seeking to locate... to encourage and
promote a positive, balanced and vi-
brant local economy...

**Sanford Lab Homestake
Visitor Center**
Donna Job, Executive Director
donna.job@sanfordlabhomestake.com
Staff: Tress Pich, Judy Woodworth,
John Moreno, Amanda Schrier

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

Board of Directors
TJ Larson, President
Matt Klein, Vice President
, Secretary
Chris Murray, Treasurer
Scott Engel
Mike Headley, ex-officio
Kathy Jurgens
Karen Kean
Dan Leikvold, ex-officio
Duston Morehead
Dixie Pengra
Anne Rogers-Popejoy

- MAY
- 4 - 9am Northern Hills Prospectors @ SLHVC
- 8 - **Create & Cultivate: Special Guest: MUTCH USERA** from Black Hills Energy: "10 Commandments of Customer Service"
- 10 - 5pm Library Wine & Chocolate Fundraiser @ SLHVC
- 11 - 11am Fly Fishing Workshop @ Ma-
nuel Brother's Park
- JUNE
- 3 - Week long kids day camps start with themes @ Deadwood History
- 11 - Lead Live @ Manuel Bros Park
- 20 Northern Hills Community Band concert @ the Adams House lawn
- 20 - Chamber Mixer - Luao @ Pod-
nerosa Pines Inn & Cabins
- 27 - Golden Gang Newsletter Folding
- JULY
- 3-7 - Gold Camp Jubilee, 4th of July
- 6 - 9am Mile High Show & Shine
- 13 - Neutrino Day
- 16 - Lead Live @ Manuel Bros Park
- 18 - Chamber Mixer: Aspire Boutique
- 25 - Golden Gang Newsletter Folding
- AUGUST
- 20 - CRISPR talk with L.H. Draken

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

MINES BEYOND ORDINARY

ELEVATION 4000

LEAD

BLACK HILLS

May 14th at 3pm

RIBBON CUTTING

MINERS & MERCHANTS

SARAH'S HAIR STUDIO

300 W. Main St. ~ Refreshments

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

Create & Cultivate

miles beyond ordinary

Wednesday, May 8, 2019

Join us at Sanford Lab Homestake Visitor Center

This month's guest is **Mutch Usera** from the Black Hills Energy. He'll talk about ways we can all improve our customer service stance with tried and true techniques from his many years of community outreach in his talk "**The 10 Commandments of Customer Service**"

Mutch is the Senior Program Manager of External Affairs, and has nearly 40 years of experience with Black Hills Power. His primary role is to manage, plan and implement community relations, communication and economic development strategies.