

# LEAD ME THERE

Lead, South Dakota

## September Mixer at Maya Jo's Bed & Breakfast with JK Bros

-Sierra Ward

The September mixer was held on top of Strawberry Hill at Maya Jo's Bed and Breakfast. The weather could not have been more beautiful. Jordan and Erin Kaser bought the property in 2015 when circumstances afforded them the opportunity to move from North Dakota. They had been working in Wiliston since leaving their home in Indiana in 2012. "We never expected to own a bed and breakfast, it just kind of all worked out this way, and it's such a blessing," Erin said. She explained how much she loves being able to stay home with her daughters who are five and six-months old. "My guests so often end up being like family!" she continued. Indeed Erin is one of the most hospitable and easy to talk to people I've met in a long time. She has a way of including you immediately, and making you feel super special. Running a bed and breakfast is so much about hospitality and inviting people not just to spend the night but to enter into your personal space and life. The rooms at Maya Jo's are clean and inviting, and breakfast is always delicious. You can enjoy the Black Hills national forest, but still be close to both Lead and Deadwood.

Erin's husband, Jordan owns and operates JK Bros, a business he started in 2008 in Indiana and has continued here. He does hauling, snow removal and asphalt work



Top: Erin Kaser owner and manager of Maya Jo's Bed and Breakfast with mother, Georgette and kiddos preparing breakfast in the kitchen. Bottom: Jordan Kaser, owner of JK Bros, holds his daughter.

(among many other things).

Both Jordan and Erin are caring and immensely kind. We are super happy to have them as advocates for our town! Their winter season slows down considerably on the bed and breakfast side but, they invite locals to book for their visiting friends and relatives for the holidays with a local discount.

## Lead Welcomes New Chiropractor on Dixon Street



The Chamber and the board welcomed Dr. Justin Delzer to Lead with a ribbon cutting. We are very excited to have a Chiropractor in town. He is now accepting new patients at his practice on 318 Dixon St. (605)571-1700

### Tales From Lead:

## Lead's Own Window Painter

-Dennis W. Palczewski

Today I am introducing a good friend of mine, Frank Haws. We often visit and enjoy sharing stories from our journey through life. His passion is creating art. My passion is writing and listening to people and their stories. I will share one of Frank's stories.

Thirty years ago in Holbrook, Arizona (where Frank was born and raised), on Route 66, Frank's Dad owned a bar called Young's Corral. (You can Google the bar and then click on images to see the murals on its walls painted by Frank). Frank painted the murals in the color sepia (which are three shades of reddish brown). The murals remain today on the bar walls.

These murals led to the claim to fame for Holbrook as the Smithsonian took an interest in promoting towns on Route 66 and flew out to see the artwork. Soon after the Smithsonian decided to create the drive of murals on Route 66 and funded the project with \$1,250,000. Frank moved to California and did various jobs like factory work and truck driving but continued his art work in various forms. Moving to Cheyenne, Wyoming he became a window painter in the 1990's. When corporate stores took over the Mom and Pop stores, Frank was the last window painter in Cheyenne to close up shop.

The city of Lead with its Mom and Pop stores has the opportunity to use Frank's talents to market products the old fashioned way. He can create a window painting for your store's products in 30 to 60 minutes for the reasonable price of \$68.00



Frank Haws in front of his window art on Main Street in Lead.

(the year of his birth). This includes him coming back to remove the paint and cleaning the window. The acrylic paint comes off with warm water and a scraper and the paint can be rolled up in a ball with no mess. The painting lasts for as long as you want to have the painting on your window. The window themes could incorporate all the different holidays and seasons. An example of Frank's work is on display at the Gold Mine Pizzeria window.

Interested in getting your windows painted? Call Frank (605)920-1730. Visit Dennis @ Miners' Tin Cup 209 West Main Street. He'd love to hear your stories!



## Create & Cultivate

Wednesday, October 9, 2019 - 5pm  
Sanford Lab Homestake Visitor Center



### The #1 Killer of High Performing Teams: Unspoken Conversations

Meg Manke from Rose Group Int'l. will be talking about how unpoken conversations are at the root of misunderstandings, hurt feelings and a sense of unfairness - which kills team productivity and satisfaction.

Please use the back door, refreshments provided.

## OCTOBER CHAMBER MEMBERS

**Thank You to NEW BUSINESS MEMBERS** - Delzer Chiropractic  
B & T Cleaning Services // Old West Dutch Oven Catering  
CREMS Development LLC

**Thank You RENEWING INDIVIDUALS MEMBERS** - Pete & Jacque Fuller,  
Jeanette Larson, Ed & Barb Rose, Paul Holtsclaw

**Thank You to RENEWING MEMBERS** - Executive Lodging of the Black Hills // Golden Ridge Senior Living // Maitland Development // Dakotamart Gas // Plunder Bling Jewelry, by Jenny Arehart // Northern Hills Dental // Neighbor Works Dakota Home Resources // Mineral Palace Hotel & Casino // Winter's Fat Classic // Rapid City Journal // Wikiup Cabins

**Thank You to RENEWING NON PROFITS** - Handley Recreation Center



# OCTOBER MEMBERSHIP SPOTLIGHT: BEAUTY

## Get to Know: Sarah Hannah at Sarah's Hair Studio

Hello! I live in Lead with my husband, Jimmy, and our two daughters, Claire and Ella. I own Sarah's Hair Studio, the newest salon on Main Street in Lead in one of the oldest, newly renovated buildings. I am very passionate about bringing a new feel to the beauty industry and am excited to share that with all of you.

After being in the industry for 15 years, I was excited to branch out on my own in December of 2018. One of my main goals with this new space is to offer safer beauty options. I started paying attention to the labels on my own products, and knew I had to bring in some better options for my clients. We need to be pickier about what we put on our bodies on a daily basis. Skin absorbs all of the nutrients and everything else in the products including the chemicals. Just put a piece of garlic between your toes and see how long it takes to taste it.

I offer a hair care line, Loma, which is naturally inspired and organically infused with essential oils. (One tip for all products you use; avoid fragrance. It is an ingredient by law that does not require disclosure, so companies use it to mask the dangerous stuff from consumers). I also offer an organic hair color that is less damaging and still offers great results. These options run the same price as others in the salon, so even if you are on a budget, it is still manageable to choose safer products!



To round out the lineup, Beautycounter. They formulated high performing, safer skin care and makeup products. Leading a movement to a future where all beauty is clean beauty, they banned 1500 questionable ingredients from their products. Check out [www.beautycounter.com/the-never-list](http://www.beautycounter.com/the-never-list) to see which ingredients you should be avoiding in your products.

You will continue to see more safe beauty options as more people start demanding clean beauty. There is a reason clean beauty is a big trend...BECAUSE WE ALL DESERVE BETTER!

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Sarah's Hair Studio is located inside Miners & Merchants Trading Post, and is open Wed-Sat 9-6pm, offering hair cuts, colors, styling, manicures and pedicures. (605) 591-9786

## Thoughts from a Hairstylist, 39 Years In - Rita Loeffen

-Rita Loeffen, Hairs to You  
I have done hair going on 39 years and all of my customers become friends - we do lunch and I have had some of my older customers over for holidays. I take pride in going above and beyond. I also make house calls, after doing some of my clients' hair for 30 years if they need me to come to their home or to the hospital I'm there because it makes them feel so much better.

One of my little ladies told me, "You know when I need a cut or a new perm because you're the hair doctor!"

Another client sent me a letter telling me about his haircut from hell, and said, "I didn't realize how lucky I was that I had a good hairstylist all those years." One young lady that got married and had three kids when they come back to visit family, they see me every time, it makes my heart happy.

One of my favorite stories is when one of my clients came home from college over a break to see me.

When I give little people their first haircut I have envelopes that say first haircut and I always save part of there first hair cut and put it in the envelope for their moms. His mom had found the envelope and she put it in his dresser when he left for college. When he was home for Thanksgiving that year he found the envelope and came to my shop and opened the envelope and wanted me to have half the hair to remember our friendship and the crazy haircuts he got - we put his wrestling weight on the side of his head, we did the Nike swoosh, bleached his hair as blonde as blonde could be - and other wild things. I still have half of his first haircut just because he touched my life as I touched his.

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Rita takes new clients by appointment. (605)722-7794  
M - 8-11:30am, T & W - 8am-7pm, Th - closed for nursing home visits, F - 7:30am-2pm, Sat - by appointment

## F/W 2020 Trends in Hair

-Donna Jensen  
As summer comes to a close our eyes are heading to the new year for our 2020 hair and beauty trends. As a seasoned professional in the industry I'm actively engaged in up and coming styles - I believe we never stop learning. According to the top trend setters like Harper's Bazaar and Vogue, hair accessories are a must - especially accessories with texture. Try chain mail, fur, feathers, leather, velvet, pearls and flowers - keep them all handy this fall. The more the better, so glam it up, girls! But there is still a time and place for the simple, elegant, bow or barrett to finish the look of a classic low ponytail.

On the color horizon rich brown or warm chocolate continues to be popular. Baylage is still an "in" for vibrant blondes as well as your choice of pastels.

Trends in styling: gel gel gel! Sculpted fringe in a tidy finger wave

to full on detail of the baroque pattellets.

As a hairdresser with an eye for fun and creativity I'm always using color and creative ways to embellish a style whether it's short, medium or longer hair.

Trends in hair: Short hair - the buzz cut is genderless and functional, striking, empowering. Medium hair - the shoulder length bob with a grunge spirit - messy pastels and punky sass. A trendy A-line bob is still a conservative classy cut that transitions well from day to night time fun. Long hair - traditional cornrows studded with jewels. Floods of curls or copious about of gel to produce slick, shiny, low pony wrapped in leather or ribbon.

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Donna does hair cuts, color and nails at All in One Salon & Spa. She is accepting new clients, you can call or text (775)296-3226



Image from: [glowsly.com/fall-winter-hair-accessory-trends/](https://glowsly.com/fall-winter-hair-accessory-trends/)

## Akela Spa: High End Exprience

-Sierra Ward\*  
Like a lot of businesses, the idea for Akela (ah-kay-lah) Spa started when Kim Rupp of Executive Lodging of the Black Hills started getting calls from people looking for a high end spa experience. "There are lots of beauty places that have spa in their name, but they're not exactly the kind of high-end spa experience most people were looking for." She and her partners decided that it was time for the Black Hills to have a spa experience like the larger destinations. They started their journey by hiring a Spa designer from Quebec, Sam Marguilles, who somehow had time in his super packed schedule to do a small scale spa. "He was shocked when he found out there are all these spas, but as he researched the

area he really fell in love with it and said he would take on the project," continued Kim. After the spa was designed he recommended Christi Cano, named best spa consultant in the US from American Spa, who came in and designed all the processes and treatments. "She picked out the treatments, and all the products we would use. Almost all of our products are completely vegan, or nearly vegan. We use SpaRitual products." Kim explained.

She walked me through the spa, which opened in December 2013, with a tour of the relaxation room and garden which includes with traditional sauna in a teepee, hot tub(s), firepits, steam room and infrared sauna. The treatment rooms were well appointed and a double massage treatment room is great for couples and friends alike.



I was treated to a pedicure, "We'd love for you to experience the difference," said Kim in her invitation. Part of the SpaRitual product line is a guided meditation based on the color you pick for your mani/pedi. I found it set the tone of relaxation more than some of my previous pedicures. After my meditation I asked my cosmetologist, Sam, if the experience was different from what she learned in beauty school, "Oh it's completely different. We're not just soaking, scrubbing and polishing," she explained, "it's much more involved." Indeed it was, and I highly recommend the experience!

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Akela Spa's list of offerings can be viewed on their website [akelaspa.com](http://akelaspa.com) Tues-Sat 10am-5pm and by appt. (605)578-1180  
\*Services were provided, but the opinions are my own.



# FROM THE DIRECTORS

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

Happy Fall! As I write this, I have been reflecting on the change of seasons - it just does not seem possible that summer is over and we will soon be storing our trolley for the winter. We have had a very successful season, with September on track to be the busiest month of the year. This photo was taken at the **BHSU Day** receptions that was recently held at the Visitor Center, delicious food provided by Cheyenne Crossing. BHSU is holding similar events throughout our region to encourage students to examine BHSU carefully as a potential post-secondary choice. It was a most enjoyable event and we were extremely happy to host it!

If you have not called yet to secure your spot at the table for our **Science of Food & Beer Dinner** on October 18, please call soon - we expect this dinner to sell out! (605-584-3110). Check out the poster included in this newsletter.

Remember that **Deep Talks** is beginning again on Thursday, October 10 here at Sanford Lab Homestake Visitor Center. The event will start at 5pm in the Exhibit Hall. Mark your calendars for Deep Talks each month through May, held on the 2nd Thursday of the month.

We have added a new book to our collection of STEM books: **Astro-**



**physics for YOUNG People in a Hurry**, by Neil DeGrasse Tyson. It is just \$11.95 and is literally flying off the shelves. This would make a great gift!

Our summer season may be over, but the Visitor Center remains open year-round from 9am to 5pm. The classroom in a perfect place to hold nearly any event that you can think of, plus we would love to host any large gatherings that you may be planning. Just call and I will check the availability. Parties, weddings, bridal and baby showers, retirement, graduation, reunions, meetings, classes - you name it! We are so fortunate to have this beautiful building in our community and we want to make use of it, especially in the off-season when our parking lot is NOT full of busses.

Thank you and I hope that you stop by soon!

**Sierra Ward**, Executive Director, Lead Area Chamber of Commerce

What is the Chamber of Commerce? If you ask ten people, you'll probably get ten different responses. I asked someone recently and they said, "To support the businesses and kind of function as an economic development office." I love that answer. But I think it's only half the story, after all, we already have our very own Economic Development office for Lead-Deadwood. I think the Chamber is working best - not just when it's investing in business but also when it's building community. We're bringing people together; making bridges where there might not have been any before.

I remember when I started this job, I was even more enthusiastic than I am now (if that's possible). I felt like I was hosting people to Lead, and if I didn't know them then I either needed to know them or welcome them to our town. I almost wanted to introduce myself to people at the grocery store and tell them how happy I was to have them here. Lead suddenly felt like a giant dinner party I was hosting! I wanted to make everyone feel at home and at ease and enjoy being here, as well as welcome new people I hadn't met before.

This isn't because I'm oh so outgoing (that's fine, be shocked) and actually I've found that I feel much more comfortable when I'm the one hosting a party because then the bulk of the work is on me, as well as



the knowing everyone and introducing everyone. I'm not the awkward person standing in a corner, because there's no time to be nervous or shy - I'm too busy making sure everyone else is enjoying themselves and feeling at ease.

I wonder what would happen if we all treated our town that way. What if we all saw ourselves as hosts at a big event we had organized? What if we welcomed and invited strangers and unmet friends to participate in life with us? Because it IS our town, and it IS our party!

I'm almost through the first year cycle where I have no idea what I'm doing - hard to believe it's been 11 months already! I'm so grateful for this job, for this opportunity and for this chance to serve my community. I want everyone to see how wonderful our town is and to invite them to this party of ours!

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



## Beer Tasting & Cooking with Beer

Food & Entertainment by Chef David Brueckner  
of Cheyenne Crossing

Sanford Lab Homestake Visitor Center, 160 W. Main st. Lead  
Friday, October 18th ~ 5:30pm ~ \$25  
(605)584-3110 for reservations



# Deeptalks

Science for Everyone

and Lead Area Chamber of Commerce's October Mixer

History of energy in the Black Hills with Mike Eyre

Mixer Hosted by 2019 Platinum Sponsor, Black Hills Energy  
at the Sanford Lab Homestake Visitor Center. October 10, 2019.



Enjoy refreshments and mixer  
from 4:30-6 p.m.  
Deeptalks start at 6:00 p.m.



## NOTICE: 2020 MEMBERSHIP PRICE INCREASE

Please view the price increases on our website. Price increases will go into effect on January 1, 2020. If you'd like to avoid a price change, you can pay your 2020 membership between now and the end of the year. [www.LeadMeThere.org/membership2020](http://www.LeadMeThere.org/membership2020)



OCTOBER 2019

Save the Dates

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
29	30	1 6:30pm Law. Co Comp Plan Up- date, Days of '76	2 7pm Rod & Gun Club meeting	3	4 5pm First Fri- day's: Miners Tin Cup with Miners & Merchants	5 9am Northern Hills Prospectors @ SLHVC*
6	7 5pm City Comis- sion Meeting @ City Hall	8 12pm Winter Event Meeting @ Miners' Tin Cup	9 5pm Create & Cultivate with Meg Manke @ SLHVC*	10 5pm, Deep Talks & Chamber Mixer @ SLHVC*	11	12
13	14	15	16 8am LACC /SLHVC board meeting	17 12pm Preser- vation Thursday, Tom O'Day @ HARCC	18 5:30pm Science of Food & Beer @ SLHVC* \$	19
20 11am Fall Lunch- eon @ First Pres- byterian Church	21 5pm City Comis- sion Meeting @ City Hall	22	23 12pm Haunted Deadwood @ Days of '76	24	25 8am, Coffee Club with Melissa Hampton, Sturgis	26 11am, Kids Stage Makeup Workshop @ HHOH*
27	28	29	30	31 <i>Halloween</i> 10:30am Golden Gang Newsletter Folding	1	2 9am Northern Hills Prospectors @ SLHVC*
3	4 5pm City Comis- sion Meeting @ City Hall	5	6 7pm Rod & Gun Club Meeting	7	8	9

\*HARCC Homestake Adams Research and Cultural Center // \*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 oppor-  
tunities for its membership and the com-  
munity; to encourage the growth of existing  
industries and businesses while giving all  
proper assistance to any new firms or indi-  
viduals ... to encourage and promote a posi-  
tive, balanced and vibrant local economy...

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

Staff: Judy Woodworth, John Moreno,  
Ryan Buorgo, Wayne Karpinen, Butch  
Oien

**Mission** In a financially sustainable way to  
communicate the story of Lead's past, pres-  
ent, 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

For all the info and details visit  
www.LeadMeThere.org or call 584-1100

**October**  
Daily: 4-19, 6, 7:30, 9, 10:30pm - Para-  
normal Investigations of the Adams  
House, see DeadwoodHistory.com for all  
details and ticket information.

Tuesdays: 1, 8, 15, 22, 29, 6:30pm - Free  
Poker at Hangar 7 Lounge @ Blackstone  
Lodge & Suites

Fridays: 4, 11, 18, 25 - 5:30-7:30pm,  
Family Skate Nights, The Handley Rec-  
reation Center

Thursdays: 3, 10, 17 & 24 - 7pm, Catholics  
Returning Home, St. Patrick's Church

Friday, 10/4: 6pm, Good Shepherd Clinic's  
Annual Fundraiser, Harvest Hop @  
Spearfish Trethway Pavillion

Tuesday, 10/8: 11am - Music & Movement  
with Friends, HHOH\*

Tuesday, 10/8: 5pm - Hearst Library Book  
Club

Friday, 10/18: 9am - 10th Annual  
Women's Business Conference and  
Awards hosted by SD CEO, The Lodge at  
Deadwood

Friday & Saturday, 10/18-19: 7pm - LD  
Highschool Play: Curious Incident of the  
Dog at Nighttime

**Save the Dates**  
11/15-16, at 7pm & 11/17 at 2pm  
11/22-23, at 7pm & 11/24 at 2pm  
Gold Camp Players Presents: Brighton  
Beach Memoirs @ HHOH\*

*This Calendar of events is for our  
organization and members. Have an  
event that's open to the public?  
Submit before 3rd Friday of month.*

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



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



*Black Hills Energy's*

# LIGHT UP LEAD

*Residential Christmas Light Decorating Contest*

1st Prize: \$1,000 cash // 2nd Prize: \$250 cash+ // 3rd Prize: Awesome Goodies  
For complete rules and info [www.LeadMeThere.org/LightUpLead](http://www.LeadMeThere.org/LightUpLead)



Additional support provided by: The City of Lead & Twin City Hardware, Lynn's Dakotamart, Coeur Wharf,  
Homestake Mining Co., VFW #5969, First National Bank, Regional Health, Interstate Engineering